

August 2024

Evaluation of

Wave 17

for Te Pūtahitanga o Te Waipounamu



**Ten years of commissioning
for whānau wellbeing**

"Leading a satisfying life is that my whānau is healthy and happy, that we are economically secure, rich in our Māoritanga and whānau are really, just connected, connectedness." (Whānau)

Acknowledgements

The evaluation team wish to acknowledge the whānau who contributed to this report and gave their time and wisdom to improve the outcomes for whānau. The research team would like to thank Te Pūtahitanga o Te Waipounamu staff for their support and willingness to learn throughout this evaluation.

We would like to thank Professor Paul Dalziel for writing the foreword to this report, which celebrates ten years of whānau commissioning.

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Executive summary

This evaluation marks the ten-year anniversary of the establishment of Te Pūtahitanga o Te Waipounamu, formed in March 2014 as a legal partnership to reflect the aspirations of Te Waipounamu iwi for Whānau Ora.

The commissioning approach of Te Pūtahitanga o Te Waipounamu is unique, achieving social impact by investing directly in initiatives developed by whānau. The model of commissioning is highly participatory and is based on the premise that people at the local level already have the ideas, knowledge, tools and capabilities required to create their own innovative solutions to the challenges they experience in their communities.

This evaluation reports on the Wave 17 investment of direct whānau commissioning between July 2023 to June 2024. Wave funding departs from investment in traditional service models to invest directly in whānau-led enterprise and entrepreneurship, including support to build business and financial capability. This evaluation drew a range of data regarding the 74 funded initiatives in Wave 17, including:

- A review of internal documentation and previous evaluative reports of the commissioning pipeline.
- Interviews with 65 recipients of the kaupapa initiatives.
- Monitoring documentation held by Te Pūtahitanga o Te Waipounamu.
- Research and literature on whānau wellbeing.

The purpose of this evaluation¹ was to understand the impact of the Wave 17 direct whānau commissioning. In the previous Wave 16 evaluation, we sought to measure the impact of commissioning on whānau wellbeing to determine the return on investment (ROI) in partnership with the Agribusiness & Economics Research Unit (AERU) at Lincoln University. The evaluation demonstrated that the most conservative impact implied an economic benefit of \$2.40 for every \$1.00 of investment, with the value of increased life satisfaction combined found to be at least \$7.2m (O’Callaghan, 2023; Saunders & Dalziel, 2023). In this evaluation, we asked whānau what contributed to their sense of increased wellbeing to better understand how the commissioning approach supports whānau wellbeing. Four research questions drove this evaluation:

- 01** What is the impact of the Wave 17 direct whānau commissioning?
- 02** What do kaupapa whānau identify as characteristics of a ‘satisfying life’?
- 03** How and in what ways has the funding directly improved the wellbeing of whānau?
- 04** How does whānau wellbeing and enterprise transform New Zealand society?

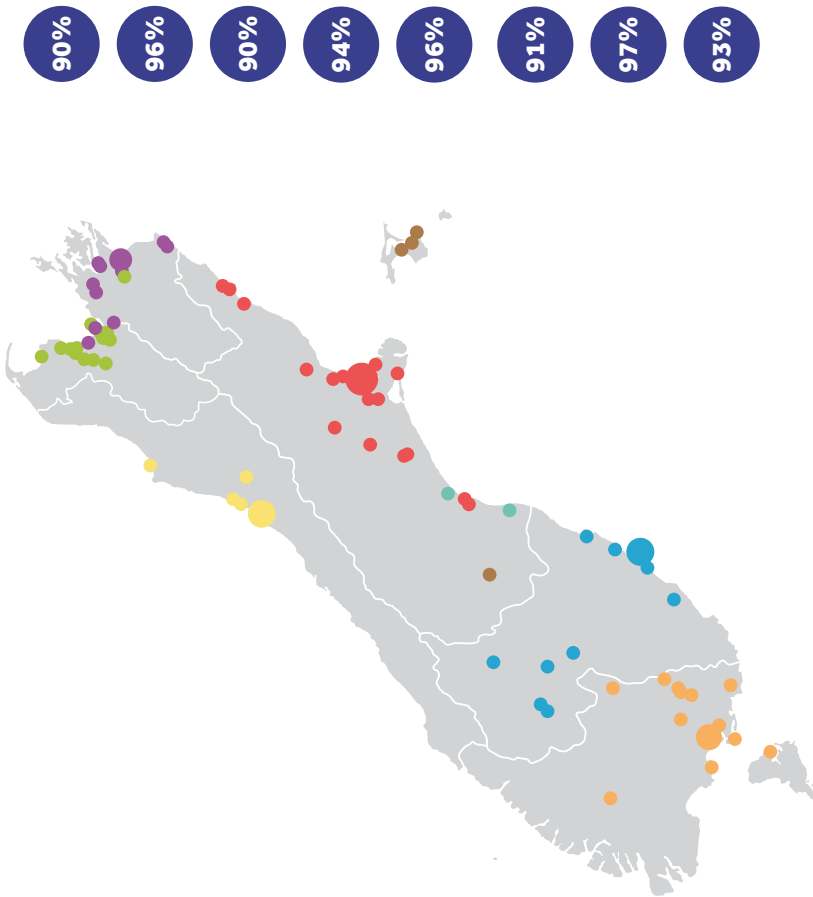
This evaluation demonstrates how the capability development model by Te Pūtahitanga o Te Waipounamu invests in whānau to foster self-reliance rather than dependence on state intervention. Through Wave commissioning, evaluations have demonstrated significant economic returns and improvements in life satisfaction for recipients, highlighting the intersection of direct financial support, time for quality cultural connection, and intergenerational whānau activity.

Increased financial freedom from Wave funding has allowed whānau to achieve better work-life balance, fostering a sense of belonging and community cohesion. Recipients report that the ability to engage in social entrepreneurship, culturally meaningful practices, and to help others in their community has significantly enhanced their life satisfaction. This interconnected approach to whānau wellbeing — encompassing economic security, cultural identity, health, and happiness — demonstrates the efficacy of the Te Pūtahitanga o Te Waipounamu model in promoting self-determination and overall life satisfaction among Māori communities.

After 17 waves of evaluation, including economic impact analyses, outcome analysis and process-driven evaluations, the results are clear. Investing in whānau directly to achieve whānau wellbeing is not only economically efficient, but also results in strengthening intergenerational whānau connection, improved cultural connections and opportunities to connect and increase whānau life satisfaction.

¹ More detail regarding the evaluation approach taken by the research team, including ethical procedures, can be found in Appendix I.

Initiatives funded by Wave Funding across Te Waipounamu



Region	Numbers
Whakatū	100
Wairau	59
Te Tai Poutini	34
Waitaha	286
Arowhenua	4
Ōtākou	79
Murihiku	50
Rēkohu/Wharekauri/Chatham Islands/Rakiura	8
Total	620

Funding stream	Numbers
Wave 1	22
Wave 2	22
Wave 3	28
Wave 4	5
Wave 5	13
Wave 6	28
Wave 7	22
Wave 8	29
Wave 9	31
Wave 10	29
Wave 11	29
Wave 12	51
Wave 13	71
Wave 14	61
Wave 15	20
Wave 16	90
Wave 17	69
Total	620

* Data from Wave 17 entities reporting on their last quarter

Data across the last five wave initiatives

Wave	How much did we do?					How well did we do it?		Whānau outcomes						
	Entities	Total whānau	Total whānau members	Total whānau employed	Total volunteers supported	Whānau satisfied with their initiatives	Feedback from whānau members	Pou Taahi	Pou Rua	Pou Toru	Pou Whā	Pou Rima	Pou Oho	Pou Whitu
Wave 13	51	1,680	3,278	285	857	98%	624	96%	95%	94%	95%	96%	96%	94%
Wave 14	61	1,698	3,814	138	517	90%	522	88%	85%	95%	92%	85%	92%	98%
Wave 15	20	502	1,190	38	128	93%	186	89%	98%	98%	93%	95%	98% NA	
Wave 16	90 ¹	1,679	5,129	193	658	93%	1,792	84%	91%	87%	85%	93%	93%	90%
Wave 17	69 ²	1,453	8,306	234	631	97%	1,685	95%	95%	92%	92%	94%	95%	95%

¹ Wave 16 evaluation: 83 initiatives (5 received additional funding in Wave 17 (Reinvestment Rōpu); 2 withdrew).

² Wave 17 evaluation: 74 initiatives (including 5 from Wave 16).



Foreword

Professor Paul Dalziel

E ngā whānau o Te
Waipounamu, ka nui
taku mihi o aroha ki
a koutou katoa.

This report presents results from the latest evaluation by Ihi Research of projects funded by Te Pūtahitanga o Te Waipounamu to help whānau realise their own aspirations. The following pages demonstrate again the creativity and enterprise of whānau empowered by tailored social investment through the Whānau Ora programme.

This is the 17th time Ihi Research has evaluated Wave projects for Te Pūtahitanga, going back to the first Wave in 2016. All 17 reports are important. They show to whānau themselves what whānau are capable of achieving, and they show to the government that its social investment is delivering value to taxpayers.

These reports also help Te Pūtahitanga o Te Waipounamu learn from the voices of whānau speaking about their experiences. The success of Te Pūtahitanga o Te Waipounamu in helping whānau realise their own aspirations comes from listening to those voices, drawing lessons from what is heard, and then putting those lessons into practice.

On 19 October 2022, the now Minister of Finance Hon. Nicola Willis gave a lecture to the Victoria University School of Government. Her topic was social investment. She gave an example of a successful social investment programme, Healthy Homes, which had delivered \$3 in savings for every \$1 of public investment. This is a high rate of return on public spending.

Willis identified key features behind the success of Healthy Homes. It had, for example, employed community leaders to work with the specific and bespoke needs of each family. It had also built in an outcome and evaluation approach from its start.

The experience of Te Pūtahitanga o Te Waipounamu affirms these success factors, which have been core aspects of its own Wave funding. Indeed, the two success factors reinforce each other. They make individual projects accountable to the aspirations of each participating whānau and they make the overall programme accountable to the Government as funder.

Together, these accountabilities produce lessons about what works for helping whānau create their own enterprising solutions with the support of tailored social investment.

One of the many fundamental points about successful social investment made by Nicola Willis in her lecture was the following:

"It seems obvious that Government policies should seek to build fences at the top of cliffs rather than funding ever more ambulances to pick up the pieces at the bottom. The social investment approach seeks to build those better fences, particularly for those whose path through life exposes them to greater risk. It stems from the basic idea that investment in a successful intervention today can have lasting dividends throughout their lifetime, providing a 'return' on that initial investment."

This is the approach taken by Te Pūtahitanga o Te Waipounamu in its Wave projects.

To illustrate, I was asked in 2017 to measure the economic return of one project² funded by Te Pūtahitanga o Te Waipounamu. The project was called He Toki ki te Mahi. It brought together Hawkins Construction, Te Rūnanga o Ngāi Tahu and the Ara Institute of Technology to create an apprenticeship pathway for rangatahi into jobs in the construction sector.

With my colleagues Caroline Saunders and Meike Guenther, I completed a standard cost-benefit analysis using Treasury guidelines. I still remember my astonishment when I pressed the button to complete the calculation. For every \$1 of public money invested in He Toki ki te Mahi, the participants had generated \$7 of economic benefits for themselves and the economy.

I should not have been surprised. This was an example of the fundamental point made by Nicola Willis, as quoted above. The investment by Te Pūtahitanga o Te Waipounamu had helped rangatahi realise their own aspirations. This would produce dividends over the whole working lifetimes of these young people, creating a very large return on the original investment.

² Dalziel, Paul, Caroline Saunders and Meike Guenther (2017). Measuring the Economic Impact of Whānau Ora Programmes: He Toki ki te Mahi Case Study. AERU Research Report No. 343, prepared for Ihi Research. Lincoln University: Agribusiness and Economics Research Unit. Available for free download at <https://www.aeru.co.nz/projects/whanau-ora>.

I therefore agree with the Minister, who recognised the success of Whānau Ora in her lecture:

“We’ve also seen potential with the Whānau Ora programme, which puts community-run organisations in charge of delivering lasting change for the people they serve. It aims to empower families to set their own goals and to select a set of services and support to help achieve them. The family-centred design, rather than the typical Government service-centred approach, shows the potential for a more responsive tailored social service system.”

Te Pūtahitanga o Te Waipounamu has been a leader in its family-centred design. This has been reinforced by its commitment to be accountable to whānau aspirations by commissioning Ihi Research to evaluate each Wave fund.

Like the previous 16 reports, this latest report contains important insights revealing how social investment success is being achieved by participating whānau. It also provides evidence of the economic value being created by Whānau Ora for taxpayers.

In short, the report confirms that Te Pūtahitanga o Te Waipounamu is an outstanding exemplar of an organisation delivering public services that actually work. I, therefore, commend this evaluation to anyone involved in a kaupapa of social investment to help whānau realise their own aspirations.

Professor Paul Dalziel

Director, AERU, Lincoln University
(August 2024)





Chapter 1

Life satisfaction

The capability development model implemented by Te Pūtahitanga o Te Waipounamu invests in the ability of whānau to respond positively to the opportunities and challenges within their lives. The purpose is to support whānau to be self-reliant rather than dependent on state intervention.

The commissioning model is designed to be economically efficient and capable of generating long-term transformative change with a lower investment than traditional service delivery. Wave commissioning is one of several workstreams through which initiatives and projects are commissioned by Te Pūtahitanga o Te Waipounamu to achieve Whānau Ora in Te Waipounamu.

This evaluation aimed to capture and understand how the 74 Wave 17 funded initiatives contribute to the seven Pou outlined in the Whānau Ora Outcomes Framework. Moreso, the impacts this type of commissioning activity has had on whānau and communities and factors that have contributed to those impacts. In the previous evaluation of Wave 16, we sought to measure the impact of commissioning to determine the return on investment (ROI) in partnership with the Agribusiness & Economics Research Unit (AERU) at Lincoln University. We surveyed recipients of Wave 16 funding to measure how improvements in 'life satisfaction' could determine a monetary return on investment.

The ROI calculations of the Wave 16 investment indicated a net present value of \$4,196,794 of survey respondents (n=48), more than the

initial investment of \$2.7m. The return increases when applied to all 83 initiatives (\$7,256,956), the number of whānau directly participating (\$144,002,495) and the flow on effects to other whānau members (\$444,772,734). Results demonstrate that the net present values are significant. Even at the most conservative estimate, restricting the result participants to those who responded to the survey, the return is more than the investment in Wave 16. Even the minimum impact implied an economic benefit of \$2.40 for every \$1 of investment, with the value of increased life satisfaction combined found to be at least \$7.2m (Saunders & Dalziel, 2023).

To further understand what this 'increase in life satisfaction' means to whānau, we asked Wave 17 recipients what 'life satisfaction meant to them and their whānau'. This included questions about life satisfaction in general and in the context of Wave investment. The following section describes the most frequently reported themes from interview data alongside the Whānau Ora Pou they best align to. An important insight from data analysis is that life satisfaction outcomes are interconnected and interdependent. Life satisfaction for whānau is about achieving balance in order to sustain and nurture their life aspirations.

Spending more quality time with whānau and tamariki

Pou Ono – whānau in Te Waipounamu are cohesive, resilient and nurturing

The most significant recurring theme in the data was 'spending more time with and connecting with whānau and tamariki'. Recipients noted that Wave funding enables flexibility and more quality time to spend with whānau. Some recipients discussed how mainstream employment is often incompatible with whānau life, and that they often had to miss out on milestones and quality time due to work commitments.

"I want to be able to be in the kids' lives. I don't want to be working 40 hours for someone else and not be able to make anything that's important. I want to be able to have the freedom to, if they've got something on that weekend or that day and they need someone, like a parent help or whatever, I don't want to ever not be able to do any of that stuff. So that's probably most important." (Wave recipient)

For some whānau, connecting to their whānau through their kaupapa or business created opportunities for them to engage in quality time together, achieving their aspirations. Whanaungatanga and a sense of belonging were noted by recipients as key to their notions of life satisfaction, including greater community relationships and networks.

“I want to have a better work-life balance, something that works around family instead of the other way around so that you are more present. And I guess that then creates a better home life for everyone because whenever you are doing well and you are feeling balanced, everyone in the home feels that.” (Wave recipient)

The data indicates a correlation between increased financial freedom and the ability for whānau to spend more quality time together, particularly with their tamariki. For many recipients, a shift towards self-employment has allowed more opportunities to connect with their whānau, highlighting the additional impacts of Wave investment for families. Evaluation data over time indicates that wāhine Māori have accessed Wave funding more than tāne, indicating that establishing social enterprise around whānau priorities is an important opportunity that Wave funding has created for wāhine.



Financial freedom and sustainability

Pou Rima – whānau in Te Waipounamu are economically secure and successfully involved in wealth creation

A common life satisfaction outcome for recipients related to financial freedom and economic sustainability. Wave funding has enabled whānau to create income streams that allow for greater financial freedom and flexible work environments, and in some cases, has relieved economic stress. Wave investment was noted as removing barriers to creating and expanding businesses or kaupapa, highlighting the difficulty some whānau face through their entrepreneurial journeys. In discussion about how Wave investment has supported the expansion of their business, one recipient notes:

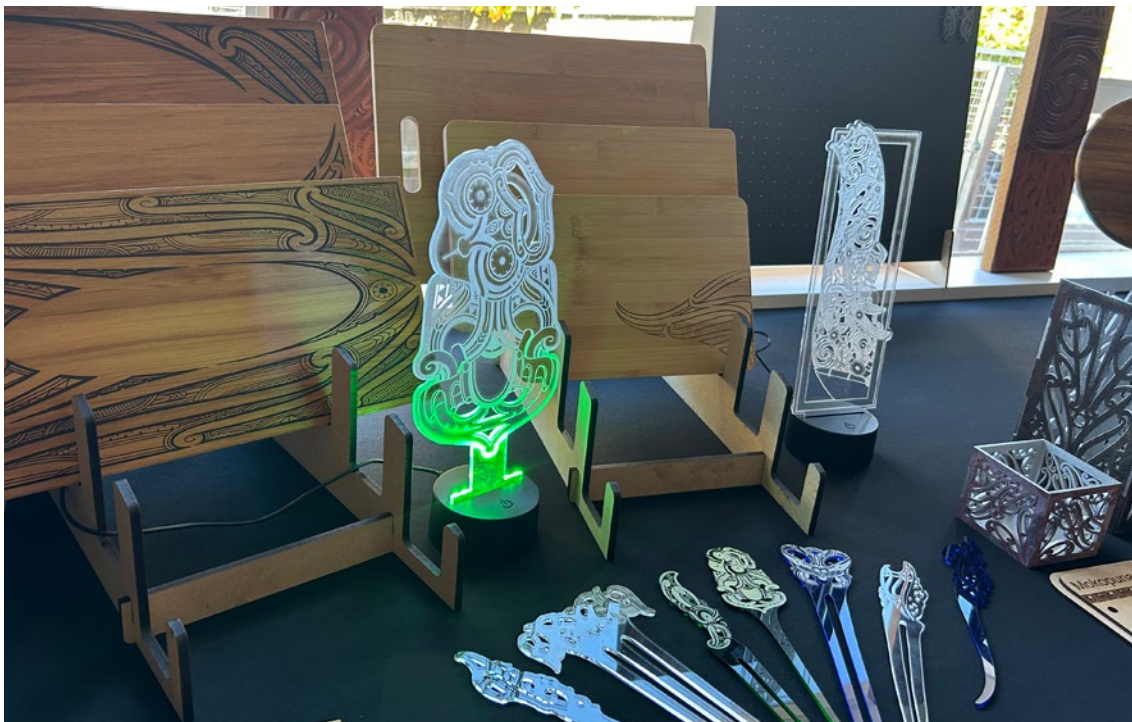
“... the cost of the equipment that we have, we would never ever be able to afford this if we'd done it ourselves. It probably would've taken us many more years to get the equipment that we have.” (Wave recipient)

This financial freedom and work flexibility are directly related to spending increased quality time with whānau and tamariki.

“... my main one would be working for myself, having freedom to live a life that works for me so that I can spend more time with my whole whānau.” (Wave recipient)

Financial freedom and sustainability have also relieved recipients of financial stress and burden, supporting some whānau to shift away from notions of surviving to thriving.

“Even though in the past year our interest rates went up, cost of living crisis, stuff like that, we've been all good because we have our own business now. It just gives me hope and makes me want to keep going.” (Wave recipient)



Whānau health and happiness

Pou Rua – whānau in Te Waipounamu are leading healthy lifestyles

Themes of whānau wellbeing and happiness are central in the life satisfaction data, with importance placed on mental, physical, and spiritual wellbeing. Recipients noted the importance of their whānau and tamariki being happy, with increased financial security allowing many whānau to provide stability and strengthened family connections. For some, having a healthy and happy whānau is an intergenerational aspiration, highlighting the importance of breaking cycles of hardship and unwellness.

"I'd prefer to say that having a healthy life means the difference between raising up the next generation in a way that they're going to have a positive impact or not, focusing on my hauora and my wellbeing is a make-or-break thing. It's the difference between being able to powerfully influence the world around me, or not at all." (Wave recipient)

Inclusive of whānau wellbeing and happiness was the building of confidence, the ability to undertake inner work, and feelings of worthiness as noted by recipients. Recipients discussed the importance and impact of feeling like someone believed in them through Wave investment, creating ripple effects on their whānau wellbeing.

"I just felt like I was just not good enough, but like I said earlier, someone's invested in my abilities to deliver the things that I'm really good at. And that [confidence] has just been climbing and climbing ever since. I don't think I've ever felt that ... to feel supported like that ... it might be a small thing for Te Pūtahitanga, but it was so big for me." (Wave recipient)

Data indicates positive changes for recipients and their whānau through Wave investment in terms of their physical, mental, and emotional wellbeing, highlighting opportunities for families to influence intergenerational outcomes.



Cultural connection and identity

Pou Whā – whānau in Te Waipounamu are confidently participating in te ao Māori

Several recipients shared that they achieved life satisfaction through their participation in te ao Māori. This included recipients developing and delivering their kaupapa through 'tūpuna ways', learning te reo Māori alongside their tamariki, and building their cultural confidence and identity. One recipient noted the following life satisfaction meaning:

"Rich, deep cultural connections. Cultural confidence surrounded by other sources of cultural intelligence so that I can lean into theirs, tap into that resource whenever I feel vulnerable or need that sort of support. With whānau around enjoying the benefits of all of that as well." (Wave recipient)

As noted across the findings, financial security, whānau happiness and health, and connection to te ao Māori are interwoven for some whānau when discussing life satisfaction.

"Leading a satisfying life is that my whānau is healthy and happy, that we are economically secure, rich in our Māoritanga and whānau are really, just connected, connectedness." (Wave recipient)

For some whānau, developing a Māori business that creates and distributes te reo Māori resources and other products has a ripple effect for their whole whānau.

"The satisfaction for me has been my [cultural] journey that has offloaded to my tamariki, who are learning through me through the resources I'm creating. So, as a whānau, my culture shift has been massive the last three years." (Wave recipient)

"The resources and my journey is just as much theirs, it's for them, for their children. So that to me is satisfaction, their happiness, the way they are around our whānau, the way they support each other with pepeha." (Wave recipient)

Connectedness to te ao Māori for recipients and their whānau is an important factor in their life satisfaction, with recognition of the transmission of the language and culture across generations.



Helping others and contributing to the community

Pou Toru – whānau in Te Waipounamu are participating fully in society

For many recipients, having the ability to give back to their community and to help others is synonymous with notions of life satisfaction. Recipients noted they have been able to create income streams and work that are rewarding to them and their whānau, where they can support and mentor others, contribute towards their community or iwi, and make a difference in someone's life.

"A satisfying life to me is rewarding mahi. For me, it has to be fulfilling, and I feel like I'm making a difference. That's satisfying for me. And then from the flow-on effect into my own whānau is that. Because I'm feeling proud of my mahi and a sense of accomplishment in myself because I can see the changes that I'm making, then I'm a happier parent. I'm a happier partner. I'm a happier whānau member." (Wave recipient)

Additionally, opportunities for mentorship and helping others to realise and achieve their aspirations are noted by recipients in discussions about life satisfaction. This includes teaching skills, sharing knowledge, and offering opportunities to whānau. For one recipient, the ability to support whānau into employment has created a rewarding workplace for themselves and their kaimahi, noting the following:

"A satisfying life is the smiles. Satisfying that I know that I've helped somebody. Just to see that smile, I know I've connected with somebody, somewhere, somehow, and I'll keep looking for that smile and then it'll turn into a laugh." (Wave recipient)

Interview data highlights the far-reaching impacts of Wave funding for whānau beyond economic investment, recognising the additional effects for whānau when their aspirations are directly funded.



Intentional work, serving whānau, embedded in cultural knowledge transmission

Previous Wave evaluations have collectively demonstrated that a relatively small investment in indigenous activities centred on whānau wellbeing (Whānau Ora) can disrupt intergenerational disadvantage (Maraki, et al., 2023). The commissioning model of Te Pūtahitanga o Te Waipounamu has proven effective in enabling whānau to generate their own innovations and solutions, fostering self-reliance and community resilience. Evaluations highlight that these initiatives are highly contextual, utilising local resources and knowledge to create sustainable and impactful solutions. This approach not only empowers whānau but also strengthens community ties and enhances social cohesion (Leonard et al., 2019; Savage et al., 2021).

This investigation into life satisfaction began in Wave 16, where the AERU found that whānau involved in commissioning reported improved life satisfaction. In previous evaluations, we found that commissioning required the active participation of whānau in their kaupapa, and that this activity fostered social cohesion and building strong support networks (Maraki et al., 2022). This evaluation concurs that improved social cohesion and strengthened social bonds enhance overall whānau wellbeing and life satisfaction (Garcia & Martinez, 2021; Maraki et al., 2022; Savage et al., 2022), as whānau describe the importance of connected whānau activity that is culturally immersed and financially supported.

In this evaluation, whānau identified that the key to improved life satisfaction is time spent with whānau in the pursuit of their kaupapa. Engaging in social entrepreneurship together enables them to pass down cultural values, knowledge, and experiences to future generations. Nguyen & Akerkar (2020) note that “intergenerational engagement builds community resilience and strength, as support mechanisms are often driven from within the community rather than imposed externally” (p. 36).

Furthermore, previous evaluations have noted the significant development of wāhine leadership through the commissioning approach (Leonard et al., 2019). Research indicates that the health and wellbeing of

women are integral to the overall health of their whānau and communities (Ministry of Health, 2021). The intersection of opportunity and leadership with whānau entrepreneurship for wāhine appears to be a particular feature of the commissioning approach of Te Pūtahitanga o Te Waipounamu, enabling wāhine the flexibility to work alongside their tamariki.

Wave social entrepreneurs report that they derive satisfaction from supporting and serving others in their community. They report ‘making a positive impact, motivating others to pursue their own wellbeing, and creating a lasting legacy of positive change’ as key drivers of improved life satisfaction. There is substantial evidence indicating that engaging in meaningful activities, particularly those involving the serving of others, significantly enhances life satisfaction and overall wellbeing. According to the World Happiness Report (2023), altruism is positively correlated with subjective wellbeing, which includes high life satisfaction. This relationship suggests that not only does higher wellbeing promote altruistic behaviours, but altruism itself also leads to increased wellbeing for both the actor and the recipient (World Happiness Report, 2023). The report highlights that altruistic activity, as seen in the Wave initiatives, including helping others, mentoring, advocacy and volunteering, is associated with higher life satisfaction, fostering a sense of fulfilment and purpose.

Further, altruistic behaviour has been linked to better physical and mental health, reduced aggression, and increased longevity. The positive emotions induced by altruistic actions, such as kindness and compassion, are believed to enhance health by displacing negative emotions like anxiety and fear (Wang et al., 2020). Altruistic behaviours are not only associated with increased happiness, responsibility, and social adaptation but also impacts the benefits of serving others across age groups. For Māori, altruism is deeply embedded in the practice of whanaungatanga (kinship) and manaakitanga (hospitality and care for others), which emphasises collective responsibility and the nurturing of relationships across generations (Ngata, 2019).

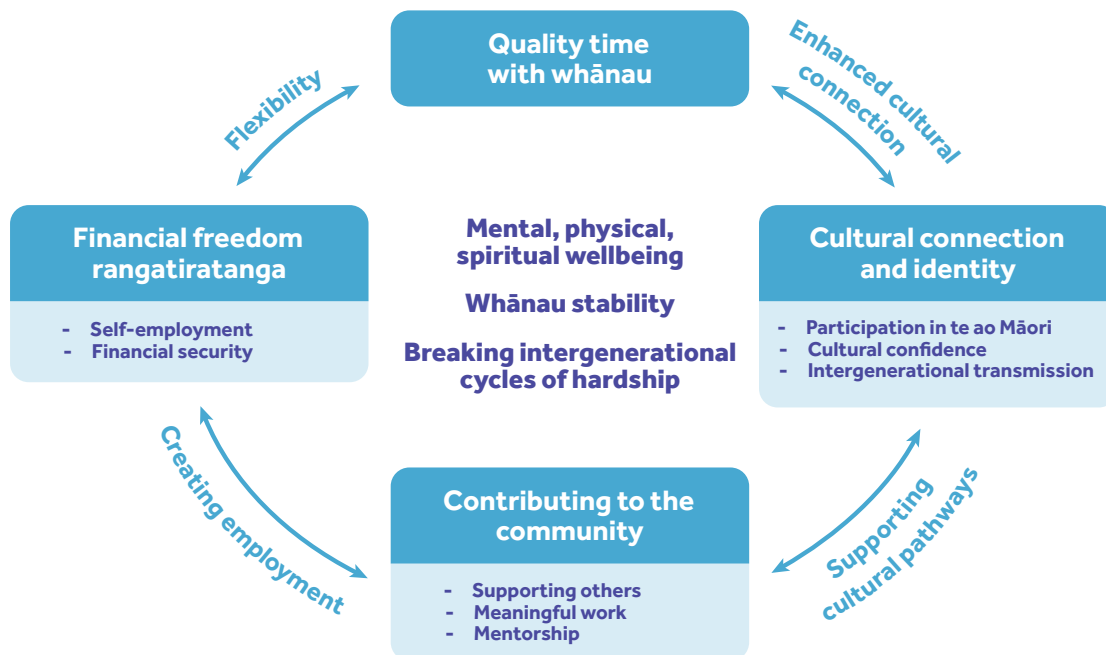
Whānau engaged in Wave 17 funding described how meaningful engagement through work that aligned with their cultural values significantly contributed to their sense of purpose and overall wellbeing. A study

on the Spanish adaptation of the Work and Meaning Inventory (WAMI) demonstrated that meaningful work is closely associated with job and life satisfaction. The perception of work as meaningful not only enhances job satisfaction but also contributes to overall life satisfaction, creating a sense of fulfilment and psychological wellbeing (Martínez et al., 2021).

Overall, this evaluation demonstrates the efficacy of the Te Pūtahitanga o Te Waipounamu model in promoting economic empowerment, social impact, and cultural revitalisation and how this contributed to improved life satisfaction. The increased life satisfaction reported in the Wave 16 study can therefore be attributed to the way in which commissioning operates, enabling whānau to work together intergenerationally in kaupapa that is culturally aligned while financially supported.

Research highlights that self-determination is a multifaceted construct that includes cultural, social, and economic dimensions, all of which are critical for the wellbeing of Māori whānau and communities (Kelly, 2020). Studies have shown that when Māori have greater control over their lives and decisions, they experience higher levels of wellbeing and life satisfaction (Russell, 2018). Furthermore, the ability to engage in culturally meaningful practices and maintain strong social connections, which are aspects of rangatiratanga, significantly enhances life satisfaction by fostering a sense of belonging and identity (Te Oranga Hinengaro, 2018). Thus, the connection between self-determination and life satisfaction is evident in the way rangatiratanga enables Māori to live in accordance with their values and cultural practices, contributing to their overall wellbeing. The concept of self-determination, or rangatiratanga, is deeply intertwined with life satisfaction, as it encompasses the ability to control one's destiny, maintain cultural integrity, and exercise autonomy in various life domains.

Life Satisfaction





Chapter 2

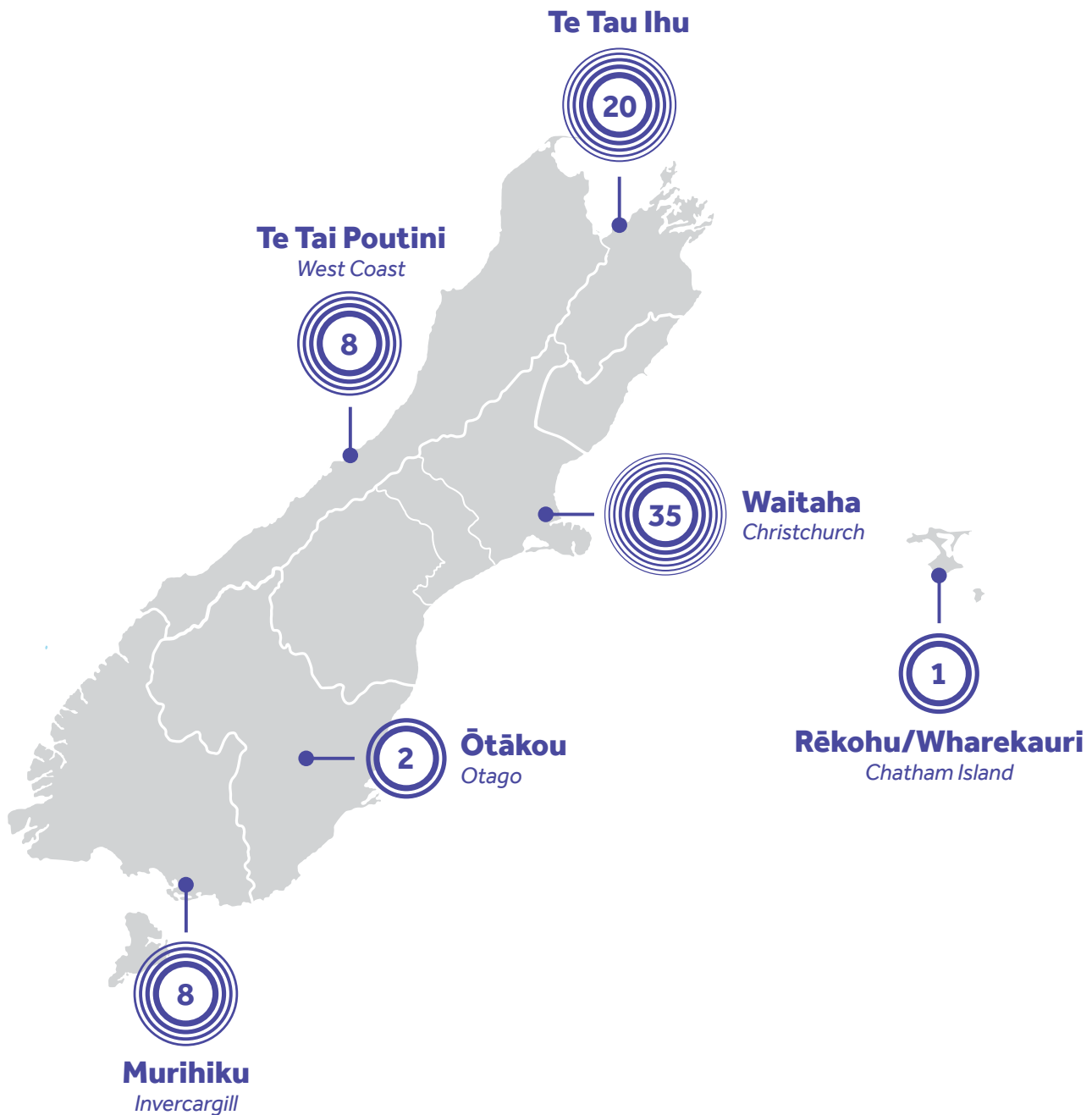
Wave 17 kaupapa entities

There are 74 commissioned whānau initiatives in Wave 17, and 65³ whānau who were architects of these kaupapa initiatives were interviewed for this evaluation. This section explores both the spread of the 74 initiatives and the outcomes of this Wave investment.

³ Nine entities were unable to be interviewed.

Spread of initiatives across Te Waipounamu

The map indicates the geographic spread of the 74 initiatives.





Ahurei Visual Tapui Limited

Description

Ahurei Visual Tapui Limited (Ahurei Visual) created by Tcytel and Hameora Wallace, is a creative digital media business based in Motueka that provides the community with affordable photography, video production, branding, and other media services. Tcytel and Hameora are passionate about visual storytelling and are committed to making meaningful and positive impacts for whānau through the provision of low-cost services to groups in the hapori.

Te Pūtahitanga o Te Waipounamu supported Tcytel and Hameora in their efforts to create a digital media solution service tailored for whānau and hapori. Their vision is to uplift whānau Māori by highlighting their achievements, efforts, and meaningful milestones using digital media. Tcytel and Hameora seek to impart their expertise, aiming to inspire rangatahi by offering wānanga where they can acquire diverse digital media skills and tools.

Ahurei Visual was created after Tcytel started taking and posting photos of her tamariki online and her whānau began requesting her photography services. After this response, Tcytel decided to turn her passion for photography into a small business and over time included videography and graphic design, upskilling as the business expanded. Since receiving Wave 17 investment, Ahurei Visual continues to provide their creative and digital solutions with plans to further expand their clientele and services in the community.

Tcytel notes that her kaupapa specialises in working closely with whānau, small businesses, charitable trusts and other community groups and providing tailored services for whānau and hapori. As part of this investment, Tcytel has plans to deliver a digital solutions wānanga for young people in response to rangatahi interest in photography, videography and graphic design. Tcytel hopes to initially create a small wānanga of around five rangatahi and has the content and an additional facilitator organised in preparation.

Reach

Ahurei Visual has supported whānau and community groups since receiving investment and have been approached several times to provide digital and media services for local events.

In early 2024, Ahurei Visual covered the Lightbox Show at the Te Hau Komaru National Waka Hourua Festival held at Kaiteriteri Beach. Through this project Tcytel obtained additional mahi and a new contract for an upcoming event. Tcytel is in the process of acquiring more contracts through larger organisations and events alongside their regular clientele.



Impact

Tcytel is passionate about providing low-cost services to the local kōhanga reo and other local groups as part of their contribution to the community. This mahi aroha is an important feature of the business and Tcytel notes the positive impact of this low-cost service for whānau. This has also included supporting small or new businesses with their websites at an affordable cost so that new business owners are not forced into spending thousands for the same service elsewhere.



Pou

Being self-employed as a business owner provides Tcytel and her whānau with flexible work hours and self-sustainability. Working long hours away from their tamariki is not part of their aspirations as a whānau, working from home has allowed for more quality time spent with whānau.

For Ahurei Visual, participating in te ao Māori means learning and understanding the tikanga and kaupapa Māori values of each project. This includes working closely with clients, using open communication to learn and ensure the work delivered is appropriate and meets their needs.

Tcytel is currently planning to design and deliver a wānanga for rangatahi, providing a safe space for young people interested in learning about photography, videography, and graphic design. This kaupapa will allow rangatahi to learn new digital and media skills and connect with each other through whakawhanaungatanga. Additionally, Tcytel hopes this wānanga will provide young people with opportunities to create their own business and financial security through learning new skills and knowledge.



Tcytel Wallace

022 450 5398 | kiaora@ahureivisual.com | ahureivisual.com

[ahureivisual/reels/](https://www.facebook.com/ahureivisual/reels/) [@ahureivisual](https://www.instagram.com/ahureivisual)

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Research

Atahuia Wedding and Events Limited

Description

Atahuia Wedding and Events Limited is a Māori-owned and operated business established in 2021. Run by Huia Rentoul and her husband Jacob, they are aiming to become the premier wedding and event vendor in Te Tau Ihu. Currently two arms of the business are running; one is coordinating, planning and organising weddings and events, while the other is a hire pākihi. They hire out everything an event or a wedding could need, while offering delivery, full setup and pack down. Huia also works as an event planner, taking on events in Whakatū and adding her own Māori flair.

The funding from Te Pūtahitanga o Te Waipounamu has been instrumental in taking Atahuia Wedding and Events to the next level. The support has provided business coaching services while enabling Jacob to take on the wedding events and hire business full time. This expansion has addressed a local need, as previously, Christchurch was the only option for wedding-related rentals for the area. After a year of facing challenges in outsourcing transport, Huia used the funding support to purchase a trailer, meaning that the business can now offer comprehensive hire services and transport their stock efficiently. The funding has also contributed to developing and expanding their inventory, including investing in a shipping container for on-site storage, reducing rental costs for external storage spaces.

This kaupapa proudly showcases the richness and beauty of te ao Māori in their weddings and events. Rapid growth and high demand for their business demonstrates how Atahuia Weddings and Events have managed to bring their pākihi to the next level through this support from Te Pūtahitanga o Te Waipounamu.

Reach

Atahuia Events have successfully coordinated

16

weddings and Huia is now able to take on full-time event coordination roles.

Since receiving funding, Atahuia Events has significantly expanded its reach, in both its wedding and event management arms.

For example, Huia coordinated the annual Seafood Saturday event, which attracts approximately 1,500 people. Additionally, Atahuia Wedding and Events was contracted for the Nelson Matariki Festival | Te Huihui-o-Matariki 2024. Huia is also the Kaituitui Ahurea event coordinator for Te Matatini Kapa Haka Festival 2027, an event that anticipates hosting over 40,000 people.



Impact

The funding has supported Atahua Events to significantly expand its operation and impact. Jacob has been able to leave his previous employment and manage the weddings and hire business, allowing Huia to focus on larger events. The funding has also facilitated the hiring of additional staff to manage smaller events, further enhancing their capacity as a pākihi. This shift has enabled the business to offer a comprehensive wedding planning service, from coordination to setup and pack-down, *“We'll coordinate it, set it up, pack it down, we'll get all the hireage you need. We'll sort your celebrant, your caterers, we'll do everything for you. This is how much it costs. We'll see you there for rehearsal. It just pulls the stress out of it, having us there. And that's the kind of reputation we've built in the wedding industry is if you want a stress-free wedding”*.

Huia's position in event management has allowed her to positively influence the Nelson City Council with te ao Māori perspectives, creating changes for the community. For example, she is currently advocating for the implementation of culturally significant initiatives, such as changing traffic light figures on pedestrian crossing lights in Whakatū to images of people performing kapa haka. This creative approach not only celebrates Māori culture but also increases its visibility in everyday urban life.

Furthermore, Huia has leveraged her position and council resources to organise an attempt at breaking the Guinness World Record for the largest haka performance at Te Matatini 2027. By utilising her role to implement these initiatives, Huia is actively promoting te ao Māori and creating lasting positive impacts for her community.



Pou

Huia's initiative has inspired her to become a leader for her children and whānau, particularly through her involvement in kapa haka events. Her efforts to make positive changes in the community also encourages her whānau to be self-managing and empowered, as evidenced by her daughter's participation in the Nelson-Tasman Multicultural Youth Council.

Atahua Wedding and Events has become well-known and respected in their rohe, with their reputation extending beyond the wedding industry into local government and community initiatives. Their involvement in sponsoring the main local rugby club in Richmond, including branded training T-shirts for 285 tamariki, demonstrates their commitment to engaging with their community.

Huia's initiative is helping whānau confidently participate in te ao Māori by integrating tikanga and te ao Māori principles into her business and community activities. Her commitment to studying te reo Māori and working closely with the Te Tau ihu o te Waka a Maui Māori Cultural Council ensures that her pākihi and event management mahi are deeply rooted in te ao Māori. By leading significant cultural events and collaborating with iwi, Huia is creating opportunities for whānau to engage with and celebrate te ao Māori.



Huia Rentoul

027 978 7033 | atahuiaevents@gmail.com | atahuiaevents.co.nz

 Atahua Events  [atahuia_wedding_events](https://www.instagram.com/atahuia_wedding_events)

Atarau Lighting Limited

Description

Atarau Lighting Limited is a whānau-operated Māori business in Ōtautahi which specialises in collaborating with Māori and Pasifika artists to create unique works of art, presented in stunning light boxes. Atarau translates to moon-lit which reflects the way the lightbox artworks light up a dark room, similar to the way in which the moon lights up the night sky. Since receiving contributory investment from Te Pūtahitanga o Te Waipounamu in Wave 13, Johnny Aranga and his whānau have been able to grow their business. In 2023, Johnny and his wife, Rosa successfully applied for Wave 17 funding to support the expansion of their business to include home staging; using their unique artworks to improve the value and saleability of their clients' homes. Since receiving Wave 17 investment in mid-2023, Johnny and Rosa have been undertaking this expansion, incorporating their Māori and Pasifika lightboxes as well as other cultural art pieces and items into their home staging set-ups.

"We thought that one way we'll be able to do that is by showcasing some of our original pieces throughout the home staging process, and having things like books, and art, and certain throws, and cushions, and just certain pieces that show that this is a Māori/Pasifika home or Māori/Pasifika are welcome in this home in order to make everyone feel welcome."

This has included the purchase of staging sets, building connections and their client base, and learning about this new industry that is often dominated by non-Māori businesses and art.

This home staging arm of Atarau Lighting is only six-months old, and Johnny and Rosa are excited to continue to develop and grow this business slowly and organically, learning as they go and reinvesting their business earnings back into their pakihī.

Reach

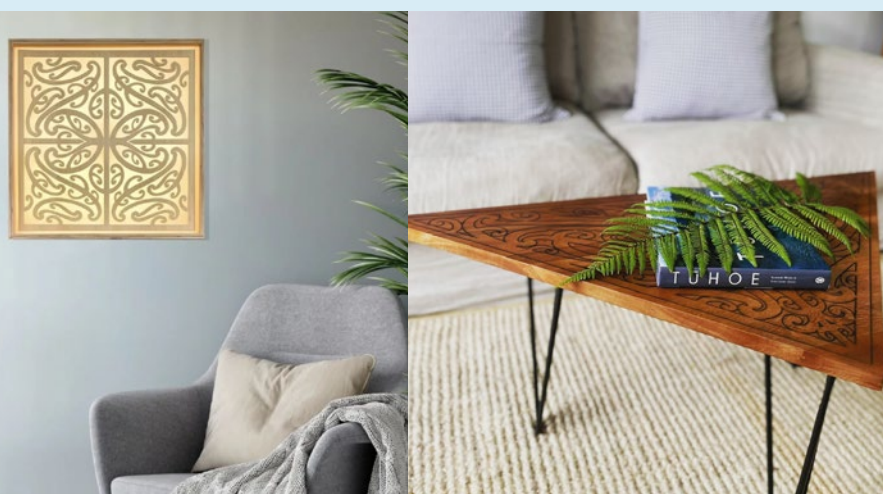
In the six months leading up to March 2024, Atarau Lighting Limited have conducted

15

consultations with potential customers and have successfully provided six home staging set-ups across Waitaha.

These six staging set-ups, including their unique lightboxes have been viewed and interacted with by industry professionals, their clients and groups of potential homebuyers, showcasing their artwork and increasing the likelihood of future work.

Recognising the importance of collaboration with the Real Estate industry, Johnny and Rosa have built connections and relationships with both the industry and their local community to market and promote their business, leading to further referrals to potential clients. As they continue to reinvest into their business, Johnny and Rosa plan to purchase several more staging sets as a means to grow their capacity and team, with the intention of becoming a sustainable business in the future.



Impact

The impact of the Wave 17 investment for Atarau Lighting Limited, their wider whānau and their community has been evidenced in a range of ways. At an immediate whānau level, Johnny notes the benefits of their close working relationship and his newfound admiration for Rosa and the work she does as creative director for their business. They enjoy working closely together and Johnny notes that he feels closer to his wife as a result of the contribution their home staging business makes to their community. Johnny adds that he and his whānau were not exposed to Māori business owners and ownership growing up, and are delighted and proud that their own whānau business is seen as an example of success for their wider whānau. Johnny shares that his sister was particularly inspired by their successful Wave application and applied for Wave 18 herself after seeing the impacts and possibilities of Wave investment for whānau.

"I know my younger sister has gone for Wave 18 and she's in the process now and is feeling really confident. And I think it just took seeing someone close to her going through that process and realising that 'oh I've got ideas too!'"

At a client level, this investment has supported the establishment of the first niche staging company that offers Māori and Pasifika art in Waitaha. Johnny notes the importance of offering cultural art and items as a way to create open home set-ups that are both contemporary and welcoming for whānau and buyers of all backgrounds. While not all clients choose these cultural pieces, the feedback from customers that do choose them has been positive.

Pou

Wave 17 investment has allowed Johnny and Rosa to further develop their existing small business and drive their aspirations of becoming sustainable business owners with a well-established team. Without this investment, Johnny notes that this dream expansion would have taken years of saving and planning and they are grateful that their aspirations of becoming self-managing and empowered business leaders were supported. The team are determined to establish this business so that one day they have more time to spend with their tamariki by creating a work-life balance that works for their whānau.

This was important for Johnny and his family as they plan to grow this home staging business sustainably by reinvesting their profits back into their pakihi to ensure the organic growth and expansion over time.

"[Without this investment] we might have been approaching enough for one set to get things started there, but otherwise, Wave 17 investment really put us in a position to fast track that idea and bring it to reality, quickly."


As an established toi Māori provider through their lightboxes, the expansion of this work to include additional pieces of Māori and Pasifika art, books and furniture in home staging is another outlet for this business to share te ao Māori with others. The inclusion of these cultural pieces makes Atarau Lighting Limited stand out from competitors, and Johnny and Rosa are passionate about creating spaces that feel welcoming to whānau and communities. While only some clients opt for these cultural pieces, the team is excited to see how the interest in creating cultural home staging in Waitaha might grow in the coming months and years.

As a quite new home staging business, they continue to develop their skills and knowledge about this specialist industry, working to create sustainable income streams for themselves and their young tamariki. Receiving this Wave 17 support and investment has provided them with the opportunity to create a sustainable business for their whānau without the need to resort to debt.



Atarau Lighting Limited

kiaora@ataraulighting.com | ataraulighting.com

 [ataraulighting](https://www.facebook.com/ataraulighting)

 [ataraulighting](https://www.instagram.com/ataraulighting)

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Research

Beyouty by Awhi

Description

Beyouty by Awhi is a Māori-owned and operated beauty treatment provider located in Ōtautahi. Founded by Awhina Apiata, this small pakihi takes pride in offering a diverse range of beauty services to the whānau in the Waitaha community. From lashes to brows, Awhi's vision extends beyond just beauty treatments; she aims to establish the first Māori-owned training academy in Aotearoa. Beyouty by Awhi stands ready to make a significant impact on the beauty industry landscape by promoting skill development, community engagement, and representation of 'For Māori, by Māori.'

The journey of Beyouty by Awhi exemplifies the transformative impact of business growth and development. Initially operating out of a home-based cabin, Awhi faced limitations in clientele and struggled to separate her home and work life. However, with determination and vision, Awhi transitioned to establishing a commercial space, enabling her to expand services and clientele. This shift led to an increase in clients, sourced from various avenues including word-of-mouth, shop recognition, and social media. Awhi is proud to welcome all without the barriers she faced while operating from home, allowing her to focus more on the business.

Reach

Through the support of Te Pūtahitanga o Te Waipounamu, funding has enabled the pursuit of expansion plans, including the development of a training academy.

Awhi leverages her years of skills and knowledge to provide accessible training, both in-person and online. Having attended numerous beauty courses herself, Awhi has amalgamated her learnings to develop a comprehensive course tailored for aspiring beauty entrepreneurs.

Understanding the diverse preferences of her audience, Awhi ensures her training is available both online and in-person. She explains, *"I want it to be available online because some people would prefer to do courses in their own time and be able to look back at stuff. And then there's people like me that prefer the hands-on and in-person training."* By offering flexibility, Awhi ensures that her training academy caters to the needs of various learners, whether they prefer the convenience of online learning or the interactive experience of in-person training.



Impact

Awahi recognises the importance of representation and comfort within her business. *"If you're Māori and you've got two people to choose from to go see about something, you're always going to go for the Māori person."* Awahi embraces her own Māoritanga, furthering making clients feel welcome and comfortable. *"Honestly, probably 80% of my clientele is brown or Māori or Pacific. But I think it's just because we're so much more comfortable going to people that we're more alike and feel safe with."*

It is clear that the significant growth in her pakihi within the last year comes from Awahi's welcoming approach which fosters an environment where clients feel comfortable, safe, seen and where genuine kōrero is encouraged. With strategic marketing efforts, including meaningful social media engagement, Awahi explains her business has grown over 90% with the funding support. The shift to a strategic approach has resulted in a steady influx of new clients, particularly from within the Māori and Pacific communities.

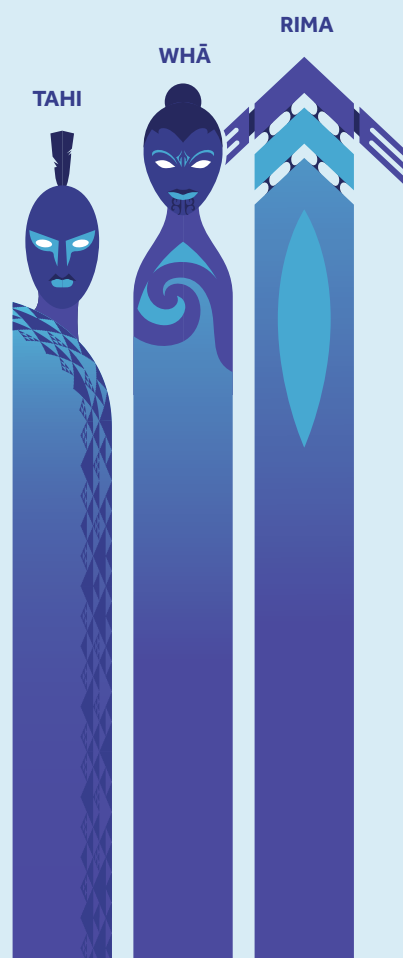


Pou

Through the dedication, vision, and commitment, Awahi has transformed her small home-based studio into a thriving commercial business with a mission to empower others. Through both beauty services and business offerings, Awahi hopes to inspire and equip wāhine to excel in the beauty industry and create a successful life for themselves.

Awahi is diving deeper into her connection within te ao Māori through small actions with expanding her reo and using this frequently with some of her clients. With majority of her clientele being Māori and Pasifica, Awahi is able to embrace her Māoritanga thus making it both a welcoming and inviting space for her and her clients.

Adding to her vision of sustainability, Awahi, a proud māmā, is able to make her own hours work for her and her whānau. Describing that being able to be home when she is needed, attend sporting and school activities, having plenty of whānau time, is what life satisfaction means to her. Evidently, having the support from Te Pūtahitanga o Te Waipounamu has been a huge factor in Awahi achieving this success and wealth creation to afford her the quality time she desires.



Anna Hodges

027 327 9785 | annahodges@hotmail.co.nz



TeAtakurahealing



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Research

COVID Support for the Homeless

Christchurch Collective for the Homeless Charitable Trust

Description

The Christchurch Collective for the Homeless is a decolonised charitable trust that provides strengths-based mentoring, support, and vocational services in areas such as housing, employment, education, and wellness for homeless whānau in Ōtautahi. Its goal is to help whānau Māori reconnect with themselves and their families.

With support from Te Pūtahitanga o Te Waipounamu, the collective aims to expand resources to provide further COVID-19 support for the homeless as part of its wellness kaupapa. The initiative began under Brenda Johnson's leadership, who has since retired. The immense need for support during the COVID-19 lockdown highlighted the importance of the collective's work, which has continued since then.

The collective is staffed by one Whānau Ora Navigator, a coordinator, a board, and numerous volunteers who work from a community house that also hosts other non-government support agencies. This setup allows the collective to collaborate effectively to offer comprehensive support to the whānau they serve. The collective's mission is to walk alongside whānau on their life journey, providing assistance wherever needed.



Reach

Christchurch Collective for the Homeless Charitable Trust supports the homeless community in Ōtautahi by providing a weekly breakfast, 52 weeks a year.

By offering a consistent source of nourishment and connection, this initiative addresses immediate needs while also fostering a sense of support and solidarity among those experiencing homelessness. Volunteers play a crucial role in the success of this kaupapa by preparing kai for the whānau who attend the breakfast. Attendance numbers vary each time, ranging from 20 to 60 whānau, demonstrating the widespread need and community interest in this service. The presence of dedicated volunteers ensures that the initiative remains sustainable and welcoming for all who attend.

The initiative's reach extends beyond the breakfast programme, as it supports 64 individual homeless whānau through its services. Many of these whānau are actively connected with the collective's current Whānau Ora Navigator. Having whānau attend the breakfast allows volunteers and also the Navigator to identify if there are specific needs that need to be addressed and are able to provide ongoing support and guidance. This personalised approach helps address a variety of challenges, including housing, health, and social support, creating a comprehensive support system for the whānau.

Impact

The collective's impact on the homeless community in Ōtautahi has been profound, providing support that has changed lives and facilitated significant progress for many individuals and their whānau. Though it is difficult to quantify, the impact is evident in the numerous stories of whānau who have received guidance and support from kaimahi at the collective which has enabled them to move forward in their journey and establish a sense of security.

For instance, one tāne who experienced immense loss and ended up on the streets for many years found his way to the collective. Through their assistance, he was able to get to a point where he was ready to reconnect with his whānau in the North Island, once doing this he returned to Christchurch, he secured employment and he no longer is on the streets and lives in his own home. He continues to visit the collective, sharing both his challenges and successes.

Similarly, the collective has supported many tāne and wāhine in addressing their addiction issues and seeking rehabilitation. Their advocacy has helped one wāhine regain custody of her children, highlighting the collective's commitment to empowering individuals and promoting whānau connection.

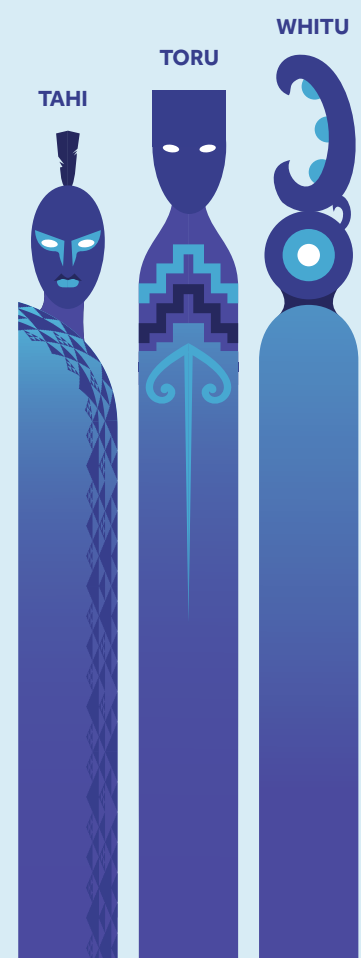
The approach of the collective is centred on walking alongside whānau who seek change, understanding that the journey is not always straightforward. They provide referrals to appropriate services and resources, recognising that they are not experts in all areas. Their holistic support extends beyond basic needs, offering guidance and advocacy that encourage whānau to navigate life's obstacles.

Pou

The collective has empowered homeless whānau to take charge of their own lives and advocate for their needs. One example of this occurred when the local city council planned to lock the public toilets in the city centre at night, which would have severely impacted the homeless whānau who relied on these facilities for access to toilets and water. With the collective's support, the homeless whānau united to submit a case to the council, outlining the adverse effects the decision would have on them. As a result, the council reversed its decision and kept the toilets open for the whānau. This outcome showcases whānau leadership and determination to have their voices heard and their needs met.

Homeless whānau have shown themselves to be responsible stewards of their living and natural environment. An example of this is a group of homeless whānau who had been staying on an empty section of land in Christchurch City. The landowner, involved in the health industry, permitted the homeless whānau to stay on the land since it was not being used for other purposes at the time. Whānau took exceptional care of the land, keeping it clean and tidy and even attempting to improve the area by growing plants. Although they were eventually asked to leave due to objections from nearby neighbours, this decision was not a reflection of their treatment of the space, which had been thoughtful and respectful.

The support provided by the collective has been instrumental in helping whānau regain the confidence needed to reintegrate and participate in society. This process is challenging for those considered "outsiders" due to their living situation and potential ostracism, due to factors often beyond their control. By engaging with the collective, whānau have received the encouragement and assistance necessary to navigate these obstacles, ultimately enabling them to re-enter society with renewed self-assurance and hope.



Fossil Creek Farm Trust

Description

Fossil Creek Farm Trust provides a healing sanctuary for people struggling with mental health concerns, using a combination of professional therapy, the farm's animals and the whenua itself, to create a special therapeutic environment. Fossil Creek provides a safe place where rangatahi can come and work on self-love and wellbeing, giving them tools to help combat the effects of anxiety and other mental health problems.

Founders Jude Porteous and Lloyd Tibble have dedicated their lives to Fossil Creek Farm and working with tamariki, rangatahi and pakeke experiencing life challenges. They bring a wealth of personal and professional experience to their mahi. They have developed a deep understanding of the challenges people face and have committed themselves to making a positive difference in their lives.

Set on 100 acres in Brightwater, 25 minutes from Nelson, the farm provides a sanctuary for those experiencing severe mental health issues and suicidal ideation, offering a safe and supportive environment where they can find solace and begin their healing journey. The farm's unique combination of nature, animal interaction, counselling and community support creates a powerful therapeutic space that helps individuals regain hope and a sense of purpose.

The farm animals at Fossil Creek Farm have a profoundly therapeutic effect on visitors. Their calming presence and unique form of companionship helps alleviate stress and anxiety. Interacting with the animals provides a sense of peace and connection to the taiao and the whenua, which is particularly beneficial for those struggling with mental health and addiction issues. The animals foster a sense of responsibility and purpose, enhancing emotional wellbeing and promoting healing through the simple acts of care and nurturing.

Reach

Fossil Creek Farm offers a variety of activities to support the whānau who attend.

These activities include:

- Respite and residential care: staying at the farm from 1-4 nights with therapy sessions scheduled throughout the day. These are normally 2 hours per session and can be either one or two sessions per day.
- Intensive therapy sessions: Intensive therapy is held over a three-week period, with attendance at the farm for therapy twice per week for 2 hours per session. These sessions are valuable for anyone who is feeling suicidal, self-harming or who has severe depression. The aim over the three weeks is to improve self-esteem, self-love, wellbeing, connection and increase positive self-talk. Therapists utilise animal interaction and relationships, connection to the whenua and wai, consistent positive interactions, and create safe spaces to relax, while a holistic view on health is introduced.
- Animal assisted therapy: Animal-assisted therapy (AAT) involves spending time with animals during a therapy session which has been tailored to suit each individual's needs. These needs can be physical, emotional, educational and/or psychological and AAT is used to complement the benefits of traditional therapy.
- Group therapy: These may be school groups, neurodivergent groups, special interest groups (e.g. adoption) or anyone wanting to make social connections in a therapeutic environment.
- After attending Fossil Creek Farm, whānau are able to come and visit in order to reconnect and recharge.

An estimated 20-25 therapeutic counselling sessions are conducted each week.

Thanks to Wave 17, eighty people have accessed the sessions funded by Te Pūtahitanga o Te Waipounamu. These sessions have been for suicide prevention and intervention and are available in two formats. Depending on the need, whānau are offered either 12 sessions of intensive therapy, or two nights of residential care on the farm with three days of therapy.

Impact

Jude and Lloyd's work has had a notable impact on the lives of many at-risk tamariki, rangatahi and their whānau. Through their mentorship and support services, they have helped numerous individuals overcome obstacles and live meaningful lives. Their efforts have led to improved self-esteem and stronger community connections for the rangatahi they serve. By fostering a supportive and nurturing environment Jude and Lloyd have played a crucial role in shaping a more positive future for these rangatahi.

The delays accessing mental health care for tamariki and rangatahi in dire need of support have been well publicised and are of great concern to Jude and Lloyd, who have committed to assisting within 48 hours. This is momentous for whānau supporting young people in severe distress who are threatening or who have attempted suicide. They are several examples of this ranging from a 12-year-old who attempted to take their own life, to a severely distressed boy in Youth Justice care. In these situations, the farm was a vital intervention.

Pou

Fossil Creek Farm supports healthy lifestyles by offering a range of activities that support the tinana, hinengaro, and wairua. Through counselling, respite, and hands-on experiences, they enable individuals to connect with the taiao, care for the animals, and cultivate habits that nourish their overall health.

Fossil Creek Farm fosters nurturing and cohesive whānau environments by providing opportunities for whānau to engage in meaningful activities together, strengthening bonds and creating greater understanding. Central to this is the new Whānau Room that was built with considerable community support.

The farm facilitates a deep connection between rangatahi and the natural world, allowing them to interact with animals, explore the surrounding environment, and develop a greater appreciation for the beauty and importance of Papatūānuku.



Four One Seven Ora Limited

Description

Four One Seven Ora Limited has a core focus on promoting health, wellbeing and self-care through rongoā Māori and helping whānau to heal through utilising alternative options. Te Pūtahitanga o Te Waipounamu will support Four One Seven Ora Limited in sharing their mātauranga to build whānau sustainability in alternative health, wellbeing and self-care through the introduction of a mobile mirimiri service for workplaces and the facilitation of wānanga for whānau.

Jolene Ratana and Jillian Waitere, the founders of Four One Seven Ora, were inspired to pursue rongoā Māori, traditional Māori healing practices by their personal experiences and a deep connection to nature and te ao Māori. Jolene's involvement was sparked by her mother's recovery from a stroke, where traditional practices played a significant role. Jillian has always had a love for nature and embraced te ao Māori, leading her to explore rongoā Māori as a way to help others. Their work has evolved into a business, driven by a desire to support their community's health and wellbeing.

Through their journey, they've learned the importance of blending traditional knowledge with modern practices. They've also faced challenges, like understanding the business aspects, ensuring safety and compliance without losing the essence of their practices. They emphasise the need for ongoing support and learning, acknowledging the support received from Te Pūtahitanga o Te Waipounamu and the community.

They envision a future where rongoā Māori is fully integrated into mainstream healthcare, and is recognised for its effectiveness and holistic approach. They hope to continue expanding their reach, educating more people about traditional healing practices, and fostering a deeper connection to nature and cultural heritage for generations to come.

Reach

Four One Seven Ora conduct wānanga where they teach about rongoā Māori, often attracting a diverse group, ranging from business owners to those on personal healing journeys.

They offer services like mirimiri and energy healing, and their products are tested and improved through feedback from their community.

When dealing with individuals, the approach is deeply personalised, focusing on individual needs and experiences. They take the time to understand each person's unique circumstances, health challenges, and goals, ensuring that their recommendations and treatments are tailored specifically to them.

This personalised approach goes beyond just physical symptoms, delving into the emotional, spiritual, and cultural aspects of healing. By treating each person as an individual and honouring their unique journey, Jolene and Jillian create a supportive and empowering environment for healing and wellbeing.

Impact

Four One Seven Ora has had a profound impact on individuals and whānau, providing not just physical healing but also spiritual and mental wellbeing. They have created a space where people feel supported and heard, a stark contrast to mainstream medical experiences. By combining traditional and modern approaches, they offer holistic care that resonates deeply with their community.

Jolene and Jillian have found that their work in rongoā Māori not only benefits others but also enhances their own wellbeing. By helping others, they experience a sense of purpose and fulfilment, knowing that their efforts are making a positive impact on people's lives. This work also allows them to connect deeply with te ao Māori

and the natural world, which brings them a profound sense of belonging and connection. Additionally, the gratitude and positive feedback they receive from those they help further uplifts their spirits and reinforces their commitment to their work. Overall, their experience demonstrates the powerful connection between helping others and enhancing one's own wellbeing.

Pou

Jolene and Jillian's work empowers individuals by providing them with knowledge and tools to self-manage their health. Through traditional practices and education, they enable people to make informed decisions and take active roles in their wellbeing, fostering a sense of empowerment and self-sufficiency.

Rongoā Māori enables people to live healthier lives by offering natural healing alternatives rooted in Māori tradition. The holistic approach addresses physical, mental, and spiritual wellbeing, empowering individuals to take control of their health and make informed choices for a healthier lifestyle.

This initiative strengthens family bonds by promoting shared experiences and values around health and wellbeing. The approach fosters resilience and a sense of unity, encouraging families to support each other in maintaining health and nurturing relationships.



Joeline Ratana

027 397 4947 | 417rongoa@gmail.com | 417ora.com

 [417rongoa](https://www.facebook.com/417rongoa)

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Research

H&K Screenprinting Limited

Description

H&K Screenprinting is a garment decoration service specialising in custom designs. Richard Bidois, the owner of H&K Screenprinting, initially faced limitations with the traditional screen-printing methods he employed. These constraints affected the range of services and products he could offer, restricting his ability to meet diverse client needs efficiently. Recognising these limitations, Richard identified a gap in his business model that could be bridged with improved technology and resources. By investing in a better printer and upgrading his equipment, he saw an opportunity to transition to a print-on-demand service. This shift would not only enhance the efficiency of his operations but also significantly improve the overall client experience by offering more flexibility, faster turnaround times, and a broader array of customizable options. This strategic move would enable H&K Screenprinting to stay competitive in the market and cater to the evolving demands of their clientele, providing a seamless and personalised service experience.

Reach

Richard has built a substantial and diverse client base for H&K Screenprinting, catering to hundreds of whānau who seek his services for various purposes.

His clientele includes sporting teams which require custom tournament fits, Kapa Haka groups and their supporters looking for personalised apparel, and families in mourning who need urgent funeral T-shirts. This wide range of clients highlights the cultural and community-oriented nature of his business.

Word of mouth has played a crucial role in the growth of H&K Screenprinting, as satisfied customers recommend his services to others, leading to an increase in clientele and a strong base of loyal customers who continue to return. This organic growth has been instrumental in establishing a solid reputation within the community.

The enhanced service offerings, made possible by the adoption of better printing technology, have enabled Richard to explore and implement more creative ideas for his products. With the ability to produce high-quality prints quickly and efficiently, he can now experiment with his own designs, staying current with what is trending, and offer a wider variety of products to his clients. This adaptability not only meets the immediate needs of his customers but also positions H&K Screenprinting as a forward-thinking business capable of delivering innovative designs, thereby further cementing its place in the market.

Impact

Having access to new technology and resources to provide a better service has significantly improved Richard's work-life balance and efficiency at H&K Screenprinting. The advanced printing capabilities allow him to manage his time more effectively, offering more flexibility and control over his schedule. This has been particularly beneficial when providing urgent services, such as producing funeral T-shirts for whānau.

Richard understands that funerals are an exceptionally difficult time for families, and he recognises the importance of reducing their stress. "Funerals are a pretty hard time for people. The last thing they want to worry about is whether they are going to be able to get the T-shirts on time." By having the capability to meet these urgent demands, Richard can confidently say yes to critical and time-sensitive requests that he would have previously had to turn away due to time constraints.

Richard takes immense pride in being able to support his community in their times of need. His deep connection to the community, where he knows many people personally, fuels his dedication to going the extra mile for them. This commitment not only enhances the service he provides but also strengthens his relationships within the community.

The positive impact of these advancements extends to Richard's personal life as well. With improved efficiency at work, he can spend more quality time with his family. This means he can be more present with his tamariki, such as coaching their sports teams and participating in their everyday activities. Ultimately, the better work-life balance allows Richard to live life on his own terms, contributing to both his professional fulfilment and personal happiness.

Pou

With the support of Te Pūtahitanga o Te Waipounamu, Richard has gained the confidence and resources needed to create a sustainable business that offers him the time freedom he would not have in traditional employment. This support has been instrumental in helping Richard build a successful enterprise, fostering a sense of independence and achievement. The confidence he has developed has had a ripple effect on those around him, inspiring his whānau and community members to recognise what is possible through dedication and support.

Richard's strong ties to the community are evident in his active engagement with various groups. He has already made a significant impact by providing over 300 tracksuits for Kapa Haka rōpū, showcasing his commitment to supporting whānau and community kaupapa.

The increased revenue from Richard's enhanced services has allowed him to consider further expanding his business. With plans to invest in additional resources with the goal of streamlining processes and systems, will enable him to employ someone to handle the physical aspect of printing. This strategic move will free up his time, allowing him to focus on growing and developing the business rather than being involved in the day-to-day operations. Richard's vision includes mentoring a young aspiring entrepreneur, providing them with the opportunity to enter the industry and gain valuable experience. By doing so, he hopes to offer guidance and direction, helping to cultivate the next generation of entrepreneurs. This initiative not only aims to give back to the community but also to ensure the sustainability and growth of the business through the infusion of fresh talent and ideas.



Hammorrah

Description

Roimata Grennell has always had an interest in indigenous health and wellness, embarking on a personal journey to deepen her understanding and expertise. On the way, Roimata has had the privilege of encountering various tohunga rongoā Māori, from them eagerly absorbing knowledge and insights into hauora Māori, wairuatanga and the distinctions between these approaches and more conventional practices. And it is this knowledge which Roimata uses to integrate both te ao Māori and te ao Pākehā therapeutic practices.

A highly qualified hauora therapist, Roimata supports whānau on their healing journey through her kaupapa, Hammorrah - which translates to "peace after war". The name is inspired by the legacy of Hamorah Nuhktu, a revered figure from the Ancient Egyptian Krohesian Tribe of the same name. As a high priestess, spiritual guide, and teacher, Hamorah Nuhktu delved into the realms of healing and beauty, crafting her own medicinal products and employing techniques to harmonise people's energy and bodies. Roimata honours Hamorah Nuhktu by offering a range of healing services, mirimiri and rongoā practices to help heal and cleanse whānau.

Hammorrah is an ACC registered rongoā Māori practice specialising in a number of healing modalities including;

- Reiki
- Mirimiri
- Reflexology
- Swedish massage
- Matakite
- Transforming DNA memories
- Psychic medium and mentor
- Angelic channelling, and
- Studied at the Heart Leaders Academy in kinesiology.

Roimata aims to foster unity among people to cultivate a more positive way of life. She has facilitated various meditation wānanga at Omaka Marae and also leads smaller groups in more intimate settings, some coinciding with important celestial events.

Alongside the wide range of therapies Roimata offers, she designs and produces rongoā products that she uses and sells.

Reach

Roimata is building her confidence as she increases the number of activities she facilitates, in particular, her meditation circles. These circles serve as a sacred space where individuals from diverse spiritual and cultural backgrounds come together.

They began at a wānanga at Omaka Marae, initially drawing in 30 participants. Subsequently, Roimata facilitated a more extensive event featuring three classes, including two te reo classes and one rāranga class, with attendance growing to approximately 50 individuals.

While the growth of walk-in and ACC clients has been gradual, Roimata maintains a steady workload, typically supporting four ACC clients at any given time. This sustainable growth plan balances her passion and dedication to helping others, with the prioritising of self-care and maintaining her own work-life balance. Support from Te Pūtahitanga o Te Waipounamu has allowed Roimata to enhance her services by investing in products and equipment to enrich the experiences of whānau. Furthermore, she serves as a mentor for kinesiology protocol and is exploring opportunities to further her training and become a certified kinesiologist.

Impact

Roimata has witnessed numerous positive impacts from her work with whānau. They are noticeably more relaxed after a therapy session with Roimata and have reported life-changing experiences, including feeling more in control and confident, reconnecting with their whakapapa, and overcoming addictions.

The transformative effects extend to mental and emotional wellbeing, with some experiencing newfound lightness and clarity in their thoughts and feelings. Roimata expresses a desire to help individuals with severe mental health issues, viewing it as a significant milestone in her work. Overall, Roimata's holistic approach to healing has left a profound mark on those whānau she works with.



Pou

As a practitioner of holistic healing, Roimata provides personalised guidance and remedies for each client's individual healing journey.

Through techniques like transforming DNA memories and meditation, whānau drop down into the theta state where the brainwave pattern allows for deep relaxation and intuitive insights. In this state whānau are able to shift their thinking, and gain the confidence to take responsibility for their own hauora by delving into their own emotions for healing.

Roimata emphasises the importance of viewing healing as a journey, not just a quick fix, and communicates this to clients from the outset. While acknowledging her role as a guide, Roimata encourages clients to recognise their own agency in their healing process.



Roimata Grennell

028 434 7997 | mokeroimata@gmail.com

 Roimata88

ihi
Research

He Kai Kei Aku Ringa

SA Inc Limited

Description

He Kai Kei Aku Ringa is a kaitiakitanga initiative providing whānau of all ages with the opportunity to learn how to hunt, fish, dive and gather kai. Shannon and Adrienne Thompson recognised an opportunity to teach kai gathering, foster connection to te taiao, and improve hauora by getting whānau outdoors. They have built relationships with local businesses, landowners and whānau in the community, providing a range of wānanga since 2021.

Funding from Te Pūtahitanga o Te Waipounamu supported wānanga for whānau to develop a strong connection and commitment to te taiao, and to operate safe, tikanga-led kai gathering practices. Participants are provided with appropriate clothing including thermals and boots, ensuring there are no barriers to participation. A series of hunting wānanga for tamariki were held over four days. Tamariki learnt appropriate tikanga, explored their connection to ngā atua and how to read ngā tohu o te taiao, as well as resilience building. They learnt weapon handling, hunter safety, target sign awareness, and tracking. Tamariki then put their new skills into practice which for some youth was an exciting introduction to hunting. Tamariki are also taught to uphold and extend manaakitanga by distributing some of their kai to local kaumātua in Motueka. At the conclusion of the wānanga, parents celebrate the achievements of their tamariki and a presentation ceremony is held and tamariki are presented with a taonga.

"It's about teaching capability and ensuring that this mātauranga passes down through the generations across the rohe and motu wide."

Reach

In this funding period, He Kai Kei Aku Ringa have successfully held several wānanga and have adapted to the whānau that they serve.

Their first tamariki wānanga included 15 tamariki and was supported by the same number of staff. A rangatahi course is more hands-on, teaching skills such as skinning, boning, packaging meat, and learning to cook what they have caught. A diving course was also created for eight wāhine who had expressed interest in learning how to put kaimoana on the table for their whānau.

Ongoing weekend wānanga supports those who are interested in developing their skills further. The future focus of Shannon and Adrenne is to expand and create a space for tāne that supports their mental and physical health through building capability and skills. Adrienne and Shannon are seeing a niche for tāne from different backgrounds, seeking opportunities to express themselves and contribute to their families, hapū, and wider communities.



Impact

The impact of these wānanga goes beyond developing practical and interpersonal skills. Whānau also build physical and emotional skills, resilience and self-confidence. Adrienne and Shannon emphasise the importance of establishing community relationships to support developing whānau capabilities, self-determination and to pass on mātauranga for whānau and the wider community. A reconnection to wild free-range, organic kai is also central to this kaupapa, enhancing food security and access to kai.

Positive feedback from parents has evidenced the transformative impact of this initiative on rangatahi, noting significant changes in behaviour, responsibility, and independence.

One inspiring example of positive impact is that of a 15-year-old who initially joined their very first hunting wānanga at the age of 12 in 2021. They formed a friendship with another rangatahi and for over a year, they both spent most weekends with

Shannon, honing their hunting, fishing and diving skills. Both rangatahi were supported through their PADI scuba diving certification, learned how to drive in the bush, and can now operate firearms safely. As this rangatahi approaches their 16th birthday, there will be a test for him to go out by himself to hunt and bring back an animal for presentation and cooking. This test will demonstrate his independence, personal development, practical skills and mātauranga which he can now share with his own whānau.

"The diving, the hunting, the fishing, the gathering, is just the waka to get the community and the people together. Gathering the food is one thing, but understanding te taiao, conducting safe tikanga-led practices from the professionals who have that information, that's the true essence. It's not just going out and getting a kai. There's so much to it. It's the planning, the preparation, the connection, the kaitiakitanga, the manaakitanga, the whakawhanaungatanga."

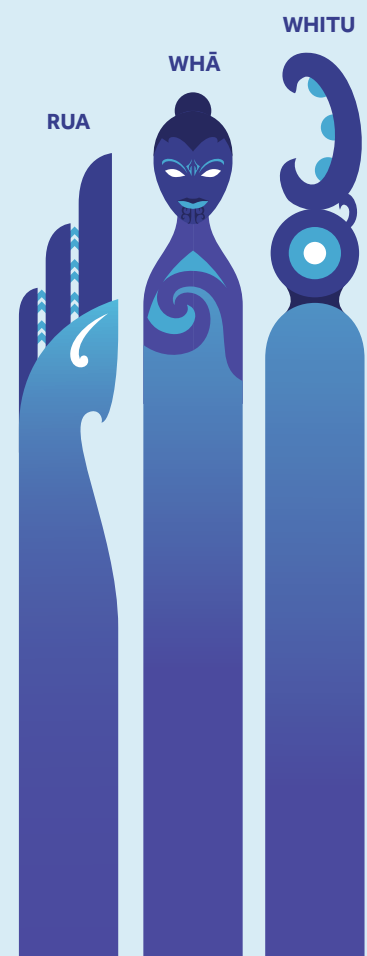
Pou

He Kai Kei Aku Ringa inherently promotes healthy lifestyles as all wānanga take place outdoors, encouraging physical activity while being able to access healthy, organic, free-range kai. Mental and social health benefits are also evident in this kaupapa.

"That connection to the environment, being out there on your land, breathing in fresh air, touching the trees. There's so much to be said for that for your mental well-being. Or out on the water, if you can give that to other people to find their place to decompress and feel better, it can slow your whole nervous system down."

Adrienne and Shannon are very deliberate in the way that they bring together all diverse communities to work and learn together, building relationships and stronger community connections in their rohe. They learn karakia, waiata and haka, using te reo Māori and sharing kōrero about ngā atua Māori. He Kai Kei Aku Ringa is closely connected to the maramataka, and looks to tikanga and ngā tohu o te taiao to guide their kaupapa.

Through these wānanga, participants are developing their connection and respect for te taiao through a te ao Māori perspective, where tāngata are part of the whenua. They closely follow tikanga that encourages sustainability and kaitiakitanga. For example, they always teach the value of returning the first of their catch to Tangaroa..



Adrienne and Shannon Thompson

021 962 911 | mokeroimata@gmail.com

[f adrienne@sainc.org.nz](https://www.facebook.com/adrienne@sainc.org.nz) [@hekaikeiakuringa](https://www.instagram.com/hekaikeiakuringa)

ihi
Research

Hinerewa Art

Description

Hinerewa Art offers mahi toi through various modalities, specialising in custom tā moko and kirituhi services for whānau from their studio and gallery in South New Brighton. Founded by Hinerewa Crofts, a wahine Māori and māmā, the business began several years ago as a home-based studio. Over time, Hinerewa's dedication and artistry allowed her to expand, and in the last two years, she successfully opened a boutique studio and gallery in South New Brighton. This new space has enabled her to reach a broader audience and provide a more immersive experience for her clients.

Establishing a nurturing environment where whānau can openly share their personal journeys, while embarking on a new journey has been vital for Hinerewa. "One of the things that makes me different is being a wahine [Moko artist] in Te Waipounamu," says Hinerewa. "A huge thing for me is providing a safe space for whānau to come, laugh, eat, cry, and share their stories because tā moko is more than just a tattoo; it's a whānau experience."



Reach

Whānau travel from near and far to have an appointment with Hinerewa, a testament to her inviting environment and dedication to her craft.

"One of the impactful stories for me was when a client came from Perth. He had been following me for a while and he just came for a week to come get a tā moko." It is clear that word-of-mouth and recommendations have been a huge factor in spreading awareness about the services Hinerewa offers, which ideally, she describes as the best form of advertisement for her mahi.

Hinerewa speaks of moko being a whānau experience. A highlight for her was having a whānau of five from Otago, come to her studio to receive their moko as part of their ongoing reclamation journey. After years and generations of being raised in a predominately Pakehā environment these siblings took it upon themselves to reclaim their Māoritanga in many different ways. Part of that acknowledgment was receiving their first tā moko collectively, with their whānau present. "So what that does for them, it's a physical representation of where they've come from, where they are now, and where they're going, and also for the next generations to come. That's just priceless." These beautiful experiences that Hinerewa and her kaimahi are able to facilitate, have an incredible impact on whānau and their personal journeys. Ultimately having a ripple effect for Hinerewa and her business as stories and experiences are shared within the communities.

Impact

Hinerewa has seen an increase in her clientele since expanding into the studio, with consistent growth of 2-3 clients each week. She is also kept busy with her returning clients and their whānau, as well as consults, touch ups and admin days. She remains flexible for clients who are travelling, which demonstrates her ability to go above and beyond for whānau. *"One of the things that I love is that people come back, and they don't always come back for tā moko. They come back just to kōrero, or they bring other people back just to kōrero, or to share their stories."*

Through the support of Te Pūtahitanga o Te Waipounamu, Hinerewa has been able to bring her vision to fruition, from humble beginnings as a home-based studio, to a thriving boutique gallery, creating sustainable opportunities for her whānau and a welcoming environment for all when embarking on their journey with moko or kirituhi. It is evident that Hinerewa is not only passionate about what she physically creates for whānau, but she has a deep desire to facilitate and connect whānau into te ao Māori.



Pou

Hinerewa, a proud māmā is dedicated to passing her mātauranga within her whānau and equipping her daughters with the tools in both te ao Māori and business. With her passion and drive, she has transformed her home-based studio into a beautiful gallery and boutique, modelling both leadership and determination.

Through tā moko and kirituhi, Hinerewa creates an immersive experience within te ao Māori for her clients and whānau.

With the investment from Te Pūtahitanga o Te Waipounamu, Hinerewa has created a nurturing environment within her new found gallery and studio. Hinerewa has formed a lot of resilience and confidence through this business venture.



Hinerewa Art

82 Estuary Road, New Brighton, Christchurch 8061

 Hinerewa.taamoko

Hippie Daze

Description

Zoe Black, trading as Hippie Daze, focuses on establishing a safe environment where whānau can engage in healing, personal development, and finding balance. With support from Te Pūtahitanga o Te Waipounamu, Zoe aims to educate and empower whānau by providing accessible wānanga and healing services. Zoe's journey into holistic healing began with a transformative experience under the guidance of a mentor who introduced her to Māori practices and holistic therapies. Through a combination of traditional and Western modalities, Zoe embarked on a healing journey that allowed her to address past traumas and reconnect with her whakapapa. Her mentor's teachings inspired Zoe to pursue energy healing and other holistic practices, leading her to further mentorship and deep wānanga. Zoe's dedication to her healing journey and her mentors' unwavering support inspired her to become a practitioner herself, blending traditional and modern healing modalities. Her commitment to holistic wellness and cultural revival is evident in her work with whānau, as she strives to create opportunities for healing and personal growth within her community. Through her journey, Zoe has found her true calling and is dedicated to sharing her knowledge and experience with others, guided by her mentors and fuelled by her passion for holistic healing and cultural resurgence.

Zoe's holistic approach empowers whānau to lead healthier lifestyles by giving them the tools and knowledge to take their wellbeing into their own hands. Through her programme's, whānau learn about the importance of connecting with te taiao and incorporating traditional practices into their daily lives. Zoe teaches whānau to identify native plants and weeds in their surroundings, understand their medicinal properties, and use them to create rongoā. She provides resources such as water purifiers and kitchen equipment for making herbal preparations, encouraging whānau to experiment and explore the healing properties of plants. By instilling a sense of self-reliance and connection to the land, Zoe's work fosters a deeper understanding of wellbeing and promotes sustainable health practices within the community.

Reach

Hippie Daze, has been actively engaged in facilitating various wānanga and healing sessions since receiving funding.

Zoe conducts a range of events, including meditation circles, bushwalks, and connection activities, with at least two sessions per week. She also runs weekly sessions for rangatahi and holds regular kaupapa sessions for at-risk youth. Additionally, she offers one-on-one rongoā healing sessions at no cost, emphasising the importance of balance between giving and receiving. Zoe's initiatives aim to provide holistic support to whānau, fostering personal growth and community wellbeing. Zoe began her efforts before receiving funding but was able to expand significantly after securing resources and support.

Hippie Daze has reached over 100 whānau in her community through her various initiatives. However, she acknowledges that quantifying the exact number of impacted whānau is challenging, particularly when working with mothers in the community. The ripple effect of the knowledge they gain and share with others makes it difficult to determine the full extent of the impact. Zoe's efforts have undoubtedly had a positive influence on the wellbeing and of numerous individuals and whānau within her community.

Impact

Zoe's work with whānau has had a profound impact, empowering them to take control of their own healing and personal development. Zoe works hard to create a safe space where whānau can explore their emotions and learn to process them in healthy ways. One example that has stood out for Zoe is her mahi with a young tāne, who was hesitant to engage due to having recently lost his mother. He struggled with grief until building a relationship with Zoe, which eventually developed into her being to help him learn to sit with his emotions. Through her guidance, he found peace and resilience. Zoe's work with rangatahi has also been transformative, teaching them to be safe in their feelings and to regulate their emotions from

a young age. She has witnessed young people break free from destructive habits and find calmness and connection through her programmes.

Additionally, Zoe's circles have also provided support and connection for women recovering from trauma, fostering friendships and empowering them to move forward together. The ripple effect of Zoe's work extends beyond her direct interactions, as participants share their experiences and newfound skills with others in their community, creating a network of healing and support.

Pou

Zoe ensures that whānau confidently participate in te ao Māori by incorporating tikanga and teachings into her programmes. She starts and ends sessions with karakia, emphasising the significance of opening and closing their wānanga. Zoe also educates participants about the atua and their roles, incorporating their presence into activities such as beach gatherings, where they acknowledge the atua before taking anything from the environment. Additionally, she teaches tikanga and encourages whānau to embody Māori values and principles in their everyday lives. By fostering an understanding and appreciation of te ao Māori, Zoe supports whānau to engage confidently with their whakapapa and participate fully in Māori society.



Idol-Eyes Beauty

Description

Luana Harrison is a sole trader who owns and operates Idol-Eyes Beauty, a home-based salon offering quality and affordable eyelash extensions. As a certified lash technician, Luana has built her business while working around a full time job. A change in circumstances motivated Luana to pursue formal education in the beauty industry, supported by Te Pūtahitanga o Te Waipounamu. This will allow Luana to expand her skills and offer more diverse services to the wider community. Luana's goal is to pass on her knowledge and skills to others, addressing the lack of training in her area for eyebrow and eyelash services.

Luana initially provided nail and eyelash services from a spare room in her home while working a full time job. Surrounded by young women eager to learn, she naturally became a mentor to her nieces and friends. Balancing work with whānau, Luana was motivated by a friend's encouragement to pursue her beauty career full time and secure a dedicated workspace.

She built up her business through home-based services, offering free work to showcase her skills and collaborating and trading services where possible. Despite the availability of general beauty training in her area, there was a lack of specialised training for eyebrows and eyelashes. Recognising the demand among the rangatahi she engaged with, Luana saw potential for success.

After further study, Luana aspired to expand her business and share her knowledge. She aimed to support beauty therapy graduates, helping them transition from training to running their own businesses and managing clients effectively.

Reach

Luana now operates her business Idol-Eyes Beauty full time with the support of her whānau. Her daughter helps with cleaning, while her older sons handle building maintenance and upkeep.

Luana has also trained an apprentice in nail technology who works alongside her, allowing both to grow and learn together. The business actively sponsors community events throughout Te Tai Poutini, enhancing its presence and engagement in the community.



IDOL-EYES BEAUTY

Lash Extension

TRAINING
MANUAL



CLASSIC, HYBRID &
MEGA VOLUME

Impact

One of the most meaningful outcomes in starting and building her business has been the impact on her children. By demonstrating that they can forge their own paths, she has inspired them to look beyond their own limiting beliefs. Her older children understand how different her journey could have been, and they appreciate seeing her success.

Hearing her kids express admiration by saying, "Wow, my mum built this from just an idea," is particularly special to Luana. It has shown them that there are no limits to what they can achieve. Their questions about when she will open her next franchise is a significant acknowledgement of her accomplishments.

"I feel like my kids really push me and drive me and keep me doing this."

Luana also mentored one of her first-time models who struggled during an eyelash course, helping her to persevere and eventually succeeded as a technician. Through her work, Luana has seen a transformation in her clients who have come to understand the importance of self-care and self-love, leading to personal growth, empowerment, and improved wellbeing.

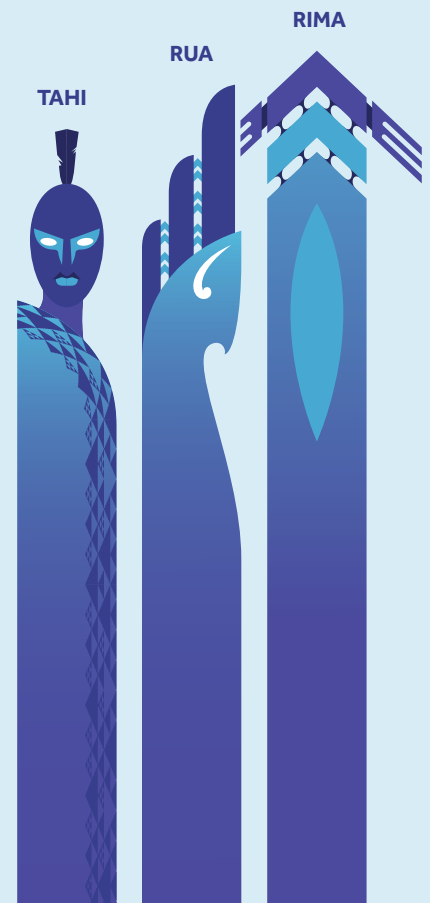


Pou


Pursuing and realising her dream has been empowering for Luana. Her success has also inspired her partner to embark on his own journey by starting a concreting business, recognising the demand in the area. Additionally, the establishment of this business has also inspired her children to realise and pursue their own aspirations.

Balancing her business with whānau has been transformative for Luana and her whānau. Previously, she worked from 7am to 3pm, with her youngest son spending 45 hours a week in preschool. Now she can include her children in her journey, ensuring she doesn't miss precious time and significant moments in their lives. Spending more time with her whānau and having them actively involved in the business has strengthened their bond and improved their whānau dynamics.

Creating her own business with a secure income and flexible work hours has provided Luana more time to spend with her children and whānau. Wealth creation has not only supported Luana and her whānau financially, but has also improved their whānau relationships and the quality time they now enjoy together.



Luana Harrison

idoleyesbeautynz@gmail.com | 022 679 8781  idoleyesbeautybylu

ihi
Research

JGT Barber

Description

Jadah George-Tarawa, trading as JGT Barber, uses the art of barbering to build confidence and wellbeing by providing top-quality barber services while also drawing upon his extensive experience and training in youth work. JGT Barber recognises the importance of building confidence in individuals' appearance and their inner selves. With the support of Te Pūtahitanga o Waipounamu, JGT Barber aspires to be the leading barbering service in mid-Canterbury while establishing a safe and non-judgmental environment which cultivates a strong sense of whānau.

Jadah opened the barber shop in March of 2023. Having returned to New Zealand after spending 16 years in Australia, he was looking for a way to utilise his experience in youth work and move into a role which was people-facing. He worked for the YMCA on his return, and then spent a number of years in the freezing works before his wife encouraged him to go barbering. He subsequently completed a barbering course and then set about opening his own business.

The funding from Te Pūtahitanga o Te Waipounamu has enabled him to open the shop and he acknowledges the vital contribution the funding has made enabling him to get started in business.

"To get started. Just to get started, full stop. The bond for the rent, the barber chairs, my clippers, my scissors, the towel, everything."

Starting a new business is very challenging especially during a cost-of-living crisis. As a result, Jadah has been working hard to ensure the business is sustainable. After a full year of operation, JGT Barber has grown in size and in capability. He now has one other barber working alongside him and together they have increased the client base. A new booking system has made a difference, enabling clients to pre-book, rather than relying on walk-in appointments.

Reach

Currently JGT barbers employs two full-time barbers but with their growing client base, they aim to have four barbers in the next six months.

Since installing their new booking system, JGT Barbers has served approximately

2,500

clients.

In addition, Jadah organised a community day to raise funds for mental health. The day was supported by other barbers and local musicians enabling four hours of haircutting (for a koha for mental health), music, food, and face painting were provided. Over 250 people attended the event and 100 haircuts were provided for the community.



Impact

Jadah utilises his experience as a youth worker to connect to clients who come into his barber shop. On occasion, clients who don't even need a cut come in so they can talk to him. He provides a safe space in his chair for rangatahi and tāne to talk about what might be troubling them. Barbering is a people business and Jadah's care for people inspires him to create connections and provide a safe place for men to open up.

"We've had customers come in, book their haircut, they'll get in the chair, and they'll be like, 'I don't even need a haircut.' I'm like, 'Well, what are you doing here, then?' They're like, 'Oh, I was just struggling with my mental health'. They come in just for the conversation, and it helps them get through their day."

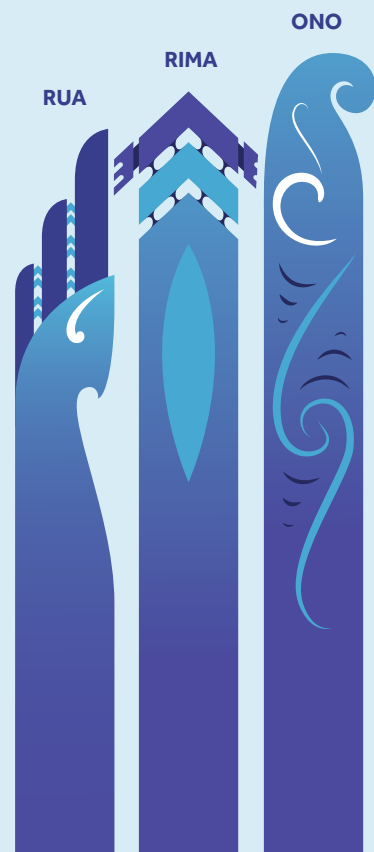


Pou

JGT Barbers pays close attention to the mental health and wellbeing of their clients. This includes providing a safe space for clients to talk about what might be troubling them. Jadah is planning a community mental health event in the future to further support their aspirations of improving community wellbeing and hauora.

The funding from Te Pūtahitanga o Te Waipounamu has enabled Jadah to open his own business and supported him through the start-up period. This has supported Jadah and his whānau towards wealth creation and economic sustainability.

The community mental health day provides a vehicle for community members to come together to support a positive whānau based kaupapa, addressing an issue that affects many whānau and rural communities.



JGT Barbers

508 East Street, Ashburton, Ashburton, Canterbury, 7700 | 027 55 88 187
jgt.barber@yahoo.com | [jgtbarber.gettimely.com](https://www.jgtbarber.gettimely.com)  JGTBarber

JH Fitness & Nutrition

Description

JH Fitness and Nutrition is dedicated to supporting individuals on their journey towards holistic wellbeing. Founder Jessica Harrison, offers in-person training and online coaching services for improving nutrition, exercise, mindset, and overall wellness. Initially, Jess operated as a personal trainer from her home gym studio and provided online health and wellness coaching. Jess has recently completed her degree in nutrition. With the support from Te Pūtahitanga o Te Waipounamu, she was able to expand and diversify her business in response to community needs for accessible and affordable health and nutrition coaching.

Jessica, a māmā and qualified nurse, offers a wealth of knowledge and experience that has produced inspiring results for whānau. The wave funding has been instrumental in allowing Jess to expand her online reach and subsidise services for clients who would usually not be able to afford these services. Jess creates and shares recipes on social media for free, and how to cook nutritious, balanced meals on a budget. This initiative has allowed her to provide free education, without bearing the financial burden herself.

Supporting whānau through their health and wellness journey without financial barriers has been transformative for Jess. As she describes, *“my passion, predominantly, is helping improve fitness and nutrition for mental health”*, believing that people can enhance their hauora and holistic wellness through kai.

“For me, getting the funding was such a relief for my own wellbeing that I had some guaranteed income, and so that I could do what I wanted to do and was passionate about; teaching people about kai, and nutrition, and how it can improve their wellness.”

Reach

With an original goal of reaching 10 clients, Jess has been able to engage a total of

16

these clients receive personal training and nutrition coaching support.

Jess focused on individuals who genuinely sought support but nutrition coaching was out of reach financially.

While her ultimate goal was to help those in need, she predominantly identifies Māori and Pacific whānau as an underserved community in this space who would benefit from subsidised services. Indirectly, hundreds of people daily are watching and engaging with her social media stories and posts, being inspired and encouraged through the education and awareness she is sharing.

“So, 16 directly, but all of the people that I work with, with them changing the way they’re cooking for their own whānau, changing the way they put foods in lunchboxes. Ultimately, it’s a lot bigger than just the 16.”



Impact

JH Fitness has a significant impact on Māori and Pacific health. Jess identified and addressed a critical gap in the market by focusing on nutrition, sleep, and overall wellbeing, areas often overlooked in Western healthcare settings, *“People go to the doctor and things like that for their mental health or low energy, and most people don't ask about kai, and sleep. There's just such a gap. People can't afford to put food on the table, never mind pay for somebody to teach them how to eat”.*

The impact of her work on the community is profound and far-reaching. While it may be challenging to quantify her reach, especially on social media, the testimonies and feedback Jess receives clearly demonstrate her influence on people's lives. Her empathy, passion and authenticity in sharing personal experiences of loss and hardship have resonated deeply with her followers. By openly discussing her own challenges and how she continues to prioritise hauora despite life's difficulties, Jess has inspired many others. Whānau have responded that her words have prevented them from taking their own lives or helped them cope with their own grief.

“I'll share something with how I choose to get up and still go to the gym despite the fact life is hard. Life's hard all the time, but there's always going to be stuff that's thrown your way.”



Pou

This initiative is enabling individuals to feel more in control of their lives and the hauora of their whānau, through nutrition, and physical activity. Jess aims for whānau to feel *“empowered within their own whare to take the lead on teaching the rest of their whānau those things... then they feel empowered when they have more control over how they feel their life is”.*

JH Fitness is helping whānau lead healthier lifestyles by emphasising the Māori health model, Te Whare Tapa Whā, believing that *“kai is the undertone for that, for everything. How our day looks, how our moods, our energy levels, everything”.* Her approach encourages increased physical activity, *“getting out with the kids on the weekend to get their steps up”*, better sleep, stress management, meal prepping, gardening, and mindfulness. This holistic view of health goes beyond simple meal plans, encouraging positive habits and sustainable lifestyle changes.

One of the practices that are encouraged through this initiative is growing your own kai. Through her stories and videos, Jess teaches and inspires whānau to plant vegetable gardens, involving the tamariki and taking time outside for mindfulness and connection to the whenua.



Jessica Harrison

027 333 6488 | jesshfitnz@gmail.com

 @jeska888

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Research

Kahukura Hauora

Indigenius Wheke Limited

Description

Indigenius Wheke Limited provides holistic, specialised digital kaupapa Māori consultation, training, and resources for government and non-government organisations, the hāpori and whānau primarily focused on preventing and eliminating family and sexual violence.

Recognising a critical community need, Ariana Mataki-Wilson established the kaupapa Kahukura Hauora as part of the mahi of Indigenius Wheke Ltd. Kahukura Hauora is an organic and authentic peer support group, prioritising whānau hauora and working collaboratively alongside those with lived experience of intergenerational trauma. It was identified that the Kahukura whānau leaders also required tautoko as many have overcome or are overcoming their own life adversities. Ariana has created a supportive, healing space for all whānau, and expanding to include more wāhine, daughters, friends, and kuia.

Ariana understands that healing intergenerational trauma can span several generations, and whānau often carry this heavy burden with little support. Many of these individuals are also caring for mokopuna and tamariki or are assisting their own family members through trauma. This rōpū was established to effectively provide peer support to address intergenerational trauma and to “wrap around whānau, to heal and work together”.

Kahukura Hauora promotes kōtahitanga, whakawhanaungatanga, wairuatanga and tīkanga. Collective solutions are sought, utilising tuakana-teina relationships and centring whānau voice. This approach enhances self-determination over complex life situations, and provides solutions against violence, oppression, negativity, and intergenerational trauma. Kahukura Hauora provides the support needed by creating a safe space where they can discuss their situations with others who understand their journey and experience. This is a critical support for making positive, informed decisions for their whānau.

The Kahukura Hauora journey begins with whakawhanaungatanga at either a day wānanga, or a meeting at local spaces such as the hot pools. Their aim is to establish connections over kai, conversation and good company. Rather than focusing on trauma, they come together to talk about their hopes, dreams and aspirations for themselves and their whānau, they hold each other to account to achieve their own personal hauora goals. If trauma or crisis occurs, this group are able to hold this safe space for each other and provide support. Whānau have reported coming away with their energy replenished and feeling encouraged to remain strong pou - pillars within their whānau.

“A lot of the time our whānau are normally the go-to people but there’s not a lot of support for them, it’s usually about the immediate responses with those that are directly involved.”

“It was focussed on hauora, on moemoeā for their mokopuna. All about hauora and what do we want for ourselves and our mokopuna. Breaking intergenerational cycles of trauma and violence.”

Reach

Indigenius Wheke has strong established networks across Te Waipounamu which have been essential in reaching whānau for this kaupapa.

Kahukura Hauora meets twice a week, despite challenges finding suitable times for everyone. Ariana created a Facebook group to connect individuals, facilitating both online and face-to-face interactions in between wānanga.

A total of 26 whānau participated in this kaupapa with three joining online due to work commitments. Ariana found that the real value came from creating meaningful interactions, maintaining a high level of trust, and managing dynamics especially as many whānau are still experiencing crises. The initial timeframe for this initiative was from July to December 2023, however it is continuing in an informal capacity.



Impact

This kaupapa was created to provide a peer support group and create a safe place for whānau to share their experiences and challenges. Being able to talk about how heavy it is to hold space for their whānau has a huge impact on participants. Ariana has identified that government systems are not always helpful, while NGO social support systems are doing the best with the limited resources that they have. Therefore, Ariana views Kahukura Hauora as one pathway for supporting whānau. Ariana has observed whānau often feel whakamā or anger when supporting whānau facing difficult situations and this rōpū offers a judgment-free environment. It is invaluable for individuals to connect with others experiencing similar challenges, while being provided resources and coping strategies to maintain mental and emotional wellbeing.

Recognising that not all families have readily available support networks, Ariana emphasises the importance of nurturing those who are present. *“The overall goal is to replenish the kete of the Kahukura, so they can continue to provide and do what they do for their whānau. Take care of the Kahukura, and they will take care of the whānau, as well as the wider hāpori.”*

Challenges stemming from colonisation, racism, and systemic barriers are faced by whānau daily, compounded by increased cost of living. In response, Kahukura Hauora brings people together for good company, kai, and enjoying a weekly soak at the local pools. This kaupapa provides a niche and essential support which profoundly impacts whānau, letting them know that they are not alone.

Pou

This kaupapa views whānau as interconnected networks rather than isolated individuals, acknowledging a holistic, te ao Māori approach to support. Ariana acknowledges that every whānau has been impacted by colonisation, which in turn has had significant impacts on te ao Māori. Part of this initiative is contributing towards a decolonising, collective approach to support resilient whānau who have emerged as leaders. Kahukura Hauora helps to strengthen these whānau to become more self-managing and capable to guide their own pathways to wellbeing.

Ariana attributes her knowledge and skill to the mentorship she had received from both the Women's Refuge, Te Puna Oranga and her whānau. Her own lived experiences have contributed to her passion towards healing and supporting others to live free from trauma and abuse. This mahi has encouraged her to enrol in a counselling degree, enhancing her own journey in supporting others.

Many whānau put the needs of others before their own, a space for respite or to prioritise their own health is essential. One of the biggest takeaways from the kaupapa is to make sure that they look after themselves, so that they have the capacity to look after others.



Kai Connoisseurs Limited

Description

Kai Connoisseurs Limited is a Māori owned and operated catering company, café and community kaupapa based in Aranui, Christchurch. Passionate about supporting and providing delicious and affordable kai for their local community, founder and director Sachiko Shimamoto has a vision to impact lives through kai and connection. *Mō te kai, mō te hononga, mō te mātauranga – for the love of food, the need for connection and the gift of knowledge.*

With the support of Te Pūtahitanga o Te Waipounamu, Sachi aims to expand her business through the development of a dumpling factory and the establishment of an employment programme, dedicated to supporting marginalised whānau in the workforce. The programme seeks to address the employment challenges faced by solo parents, Māori and Pasifika women, rangatahi, and people living with disabilities by offering suitable and flexible job opportunities.

Since receiving Wave 17 investment, Kai Connoisseurs Limited has continued to work towards building and operating a dumpling factory alongside their usual catering and café services. Several challenges and obstacles have presented themselves through this new business venture, but Sachi recognises that this process has provided her with valuable insights as a business owner. Sachi notes her initial naivety in approaching this new development, but with support from whānau and Te Pūtahitanga o Te Waipounamu, she feels better supported to continue this expansion.

While the team have more work and preparation ahead of them, the progress they have made so far reflects Sachi's drive and passion for this initiative. Sachi and her team were able to secure a production and storage area for the dumpling factory at the end of 2023 and hired several new kaimahi to operate and drive this new business venture. Without Wave 17 investment, Sachi notes how much longer it would have taken for this dream business expansion to become a reality.

Reach

Kai Connoisseurs Limited has recruited several new kaimahi for the dumpling factory, with this new venture potentially impacting the lives and wellbeing of new kaimahi and their whānau in the future.

Once the factory is more established, Sachi and the team will look to create additional permanent roles to best fit the business and the work/life balance of kaimahi. Sachi notes the short timeframe to measure the reach of this investment in the early stages of development, but is looking forward to watching the results and impacts from this expansion in the future.



Impact

Once operational, Sachi recognises the dumpling factories potential to create new jobs and opportunities for the community. Sachi already prioritises kaimahi wellbeing and development this approach will continue through to the new factory. This includes fitness incentives and free gym memberships for kaimahi to encourage healthy lifestyles.

The increased social media presence of Kai Connoisseurs provides a platform for Sachi and her team to inspire whānau and the community about kai, entrepreneurship, and the possibilities and opportunities that exist.

"If they can see someone like me, we are cut from the same cloth, we come from the same community, a lot of our circumstances and challenges are similar in that what I face as a solo parent, what I face as a Māori wahine, people can see themselves in our story, and it is encouraging and inspiring for them."

Sharing content with whānau online has created a new opportunity for Sachi and her team to connect and impact whānau beyond kai, recognising the passion this kaupapa has for inspiring and supporting their community.



Pou

As advocates of leading healthy lifestyles, Kai Connoisseurs Limited are passionate about promoting hauora, balance and eating kai that nourishes the body. Sachi supports kaimahi by providing discounts on group fitness costs through the employment programme and gym memberships to encourage healthy lives and lifestyles.

Sachi notes the recruitment of a wahine who recently returned to work after maternity leave and the positive impact mahi and social connection have on her wellbeing as a māmā. For the business as a whole, interactions with customers and the community throughout the day is noted as rewarding and allows kaimahi to connect and participate in society.

Sachi hopes to offer more opportunities for her kaimahi and their whānau to become economically secure in the near future. She notes the many years it often takes for hospitality businesses to become sustainable, but she is dedicated to improving the financial outcomes of her kaimahi and whānau.



Sachiko Shimamoto

021 0261 6461 | kaiconnoisseur@gmail.com | kaiconnoisseurs.co.nz

 [kaiconnoisseurs](https://www.facebook.com/kaiconnoisseurs)  [kaiconnoisseurs](https://www.instagram.com/kaiconnoisseurs)

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Research

Kāwai Rangatahi Trust

Description

Kāwai Rangatahi Trust works with tamariki and rangatahi across Linwood and Ōpawa communities to support and strengthen their hauora and wellbeing and that of their whānau. The trust provides a significant number of programmes and initiatives to provide that support to tamariki and rangatahi. These programmes include the Resilience Groups initiative, two after school programmes - a sport/play based programme and Kāwai Club which is run out of Linwood Library, one-on-one mentoring, a breakfast club, and other school-based initiatives that seek to support tamariki and rangatahi to be more resilient and better able to adapt to changes they face in their daily lives.

In particular, the Wave 17 funding has given the Trust the resources to support the Resilience Groups initiative. This is an in-school initiative run on a weekly basis throughout the year at Te Aratai College and Te Kura o Ōpāwaho - Ōpawa School. Youth development workers take small groups of tamariki and rangatahi through the Resilience Programme, exploring frameworks and topics such as E Tū Tangata, Te Whare Tapa Whā, strengths, life skills, friendships and many other topics relevant to the tamariki and rangatahi taking part in the group. These groups are an opportunity for tamariki and rangatahi to connect with their peers, learn valuable life skills and become more confident and resilient.

The vision of the Trust and the Resilience Group initiative is to *"Strengthen rangatahi to strengthen their communities".*
"You have value, others matter and we succeed together."

Reach

The Resilience Groups initiative is run in two kura, Te Aratai College and Te Kura o Ōpāwaho - Ōpawa School.

Te Aratai College is allocated 50 hours per week, around 10 hours per week is dedicated to running the Resilience Groups, this is divided between five youth workers. There are 10 rangatahi per group and they run 10 groups per year, ensuring around 100 rangatahi in total gain from this programme.

Te Kura o Ōpāwaho - Ōpawa school is allocated 15 hours per week, around 10 hours per week is dedicated to running the Resilience Groups, this is divided between two youth workers. There are 15 tamariki per group and they run two groups per year, a total of around 30 tamariki.

The first Resilience Group graduation was held at the end of 2023, a number of parents and teachers attended to tautoko the tamariki and rangatahi. The youth workers presented certificates and spoke of the positive qualities of each tamariki and rangatahi.

In addition to the Resilience Groups, Kāwai Rangatahi Trust run two after-school programmes, one is sport/play based activity, and the other is Kāwai Club, which is run at Linwood Library, this includes a large range of activities including arts and crafts.



Impact

Tamariki and rangatahi who take part in the Resilience Groups are provided opportunities to spend time out of class and connect in a safe space where they can express how they are feeling. Staff report a noticeable increase in their confidence and resilience and have witnessed growth and connection between participants as they get to mix with peers outside of their normal classes.

At the end of the programme participants complete surveys, which gave evidence of the programme's value. A large number of those who attended report they now have increased confidence, that they have learned new things about themselves, and the most reported and impactful change was learning they have value. The graduation was an opportunity for whānau to come along to tautoko their tamariki and rangatahi and reinforce that feeling of value.



Pou

The aim of the programme and the Trust is to build resiliency in tamariki and rangatahi by supporting and strengthening their hauora and wellbeing. This is achieved through building positive self-perceptions in a positive school environment.

Thanks to the programme, tamariki and rangatahi build connections with others and learn to communicate with confidence, supporting and nurturing each other.

The programme is underpinned by Māori frameworks and concepts such as Te Whare Tapa Whā and E Tū Tangata, and resources from these are used throughout the programme. Many tamariki and rangatahi are disconnected from their Māoritanga and the intention is to build the confidence and self-determination of rangatahi to explore their whakapapa and Māoritanga by incorporating karakia and the use of te reo Māori into their programmes.



Sarah Millar

info@kawai.org.nz | kawai.org.nz

KIPP Foundation Construction

Description

Jade Matiu is a sole trader currently operating as KIPP Foundation Construction, specialising in residential foundation concrete floors in the Waitaha region. With a focus on quality craftsmanship, KIPP Foundation Construction prides itself on delivering durable and reliable foundation solutions for residents in Canterbury. Jade has many years of experience and strives to lead with a commitment to excellence and customer satisfaction.

KIPP Foundation Construction began operations in October 2023, wasting no time in securing and completing projects before the end-of-year close down. These initial projects highlighted the company's dedication and capability, laying a solid foundation for future endeavours. Despite the challenges of starting a new business, KIPP Foundation Construction established a reputation for reliability and quality workmanship.

Reach

Since returning from the holiday season, during which the construction industry experienced a significant slowdown, Jade has leveraged his skills within the construction field.

He has utilised his expertise in truck driving and digger operation to freelance for various jobs. This flexibility has allowed him to continue earning income and staying active within the industry during quieter periods, ensuring that his skills remain sharp and income steady.

Currently, Jade is actively seeking new projects by providing quotes, despite the significant obstacles in dealing with the council, which is taking an extended six months to approve consents. These delays not only hinder project progress but also disrupt income flow and scheduling. However, Jade remains positive, continuing to quote and manage projects in hope that his work flow will increase as the year progresses.

Impact

Jade has seen significant growth in his confidence during this period. His prior business training laid a foundation, but the coaching he has since received further solidified his understanding, verifying and clarifying the concepts he had put together. This coaching also highlighted new avenues for improvement and evolution.

Self-sustainability stands as a central goal for Jade and his whānau. His aspiration was to establish and run his own company, not only bringing onboard his whānau but also creating new opportunities for them. This goal reflects his commitment to both personal and familial growth, where financial stability and independence play crucial roles.

"Empowering my family was a big part of it because my young kids ... I suppose even my partner, she's pushed herself to go through business courses. We're doing courses now to

educate ourselves, as before it was like, why shouldn't we keep working and make money and why should we upgrade? Not knowing what it can do for us, how it can benefit us. And my kids see that too."

Starting his own business has had a significant impact on Jade, particularly in how it has affected his family. With teenage children, Jade believes it's incredibly valuable for them to witness this entrepreneurial journey firsthand, gaining insights into the complexities of starting a business, in comparison to just jumping into the workforce. It has ignited inspiration and serves as a living example that goals are achievable with the right support and dedication. In addition to sharing his experiences with his whānau, Jade is committed to imparting his knowledge within his sporting community, helping to educate others on what is possible.

Pou

Jade has exemplified self-management and empowered leadership through his work with starting KIPP Foundation Construction. By taking the risk to embark on his entrepreneurial journey and adapting as needed, he has shown remarkable initiative. His ability to pivot and adapt in the business world has allowed him to remain actively involved in wealth creation, leveraging his skills across various areas. This adaptability has not only sustained his business endeavours but has also enabled him to explore and succeed in different fields.

Jade's commitment to sharing his knowledge with his whānau and community further highlights his dedication to societal participation. He consistently engages with those around him, offering guidance and support that inspire others to pursue their own goals. Through these actions, Jade demonstrates how empowered leadership and community involvement can coexist, fostering a culture of mutual growth and inspiration.



Koia Designs

Description

Rawiri Koia, operating as a sole trader, collaborates with his partner Ngaoma Wihapi, sharing a primary objective of preserving and promoting Māori arts and crafts in contemporary society. Supported by Te Pūtahitanga o Te Waipounamu, Rawiri was able to acquire an industrial laser cutter machine. This acquisition, along with additional supplies, will facilitate the revitalisation of the Koia Designs initiative. Through Koia Designs, Rawiri and Ngaoma intend to produce affordable pangahono (jigsaw puzzle) pūrākau for therapeutic and educational purposes. Their aim is to provide these to whānau to develop deeper connections within te ao Māori.

By utilising the industrial laser cutting machine, Rawiri and Ngaoma have created pangahono pūrākau, embedded with cultural significance and storytelling elements. These taonga will serve as tools for transmitting mātauranga Māori.

The initiative aims to uplift wairua by providing avenues for cultural engagement, expression, and reflection. As whānau interact with pangahono pūrākau, they will be encouraged to explore their own Māoritanga, strengthen their sense of belonging, and nurture their overall hauora. Through this process, Rawiri and Ngaoma aspire to contribute to the revitalisation and sustainability of Māori arts and culture within contemporary contexts.

The industrial laser cutting machine represents a significant step towards achieving the objectives of Koia Designs. By leveraging modern technology in the service of traditional Māori art, Rawiri and Ngaoma seek to preserve traditional practices but also makes them accessible and relevant to contemporary audiences.



Reach

In addition to producing pangahono pūrākau, Rawiri and Ngaoma have been actively engaging with the community through various activities.

They have been invited to numerous markets, which helps promote their art. They recently conducted workshops in schools, where their name and influence are steadily growing as more institutions express interest in their programmes. These workshops provide hands-on experiences that educate students in a relevant way.

During these environmental activities, they also educate participants, including school groups and whānau, about medicinal plants, Māori healing practices, and the healing power of toi Māori.

Koia Designs has generously gifted 150 acrylic puzzles to tamariki whaikaha and tamariki whaitakiwātanga, which have been distributed through Wharenui Primary School and alternative schools throughout Ōtautahi. Both Rawiri and Ngaoma stated that being able to provide whānau with these puzzles has been a deeply fulfilling experience. They have received incredible feedback from whānau, noting positive changes in their children's behaviour and engagement.

Alongside the puzzles, Koia Designs create a range of products using their laser cutting machine. Each piece is intricately designed and crafted by Rawiri, who has a background in carving and tā moko. His skills and expertise allow him to create custom pieces that resonate deeply with the individuals and whānau he works for. The product range includes:

- Wall hanging pieces (Pou series of ngā atua)
- Birthday keys (21st, etc.)
- Memorabilia
- Signs
- Rimu wooden urns with engraved koru
- Taonga boxes
- Rimu serving platters
- Engraved chopping boards
- Engraved photos on glass and wood
- Jewellery.

They have sold over 680 products including one off customised pieces designed specifically for whānau.

Impact

The ability to offer affordable custom Māori art pieces has had a profound impact on this initiative. This affordability has made their creations accessible to a wider range of whānau, regardless of their financial means. Whānau who may have previously felt excluded from owning or experiencing authentic Māori art due to financial constraints now have the opportunity to engage with and appreciate these Māori owned and designed creations.

Having the opportunity to provide puzzles for whānau whaikaha has been a deeply meaningful experience for both Rawiri and Ngaoma. Expressing gratitude for the feedback they have received from whānau, describing it as *“incredible to see the impact of the puzzles on tamariki.”* They view these moments as *“priceless”* and are humbled by the opportunity to contribute positively to whānau hauora.



Pou

Creative workshops offered by Koia Designs attract whānau from all walks of life, including those who may typically experience isolation and refrain from social activities. The workshops have been effective in bringing these individuals out of isolation and into a creative and supportive environment.

By incorporating karakia, waiata and whakawhanaungatanga in their sessions, Rawiri and Ngaoma create an inclusive environment that benefits both Māori and non-Māori participants. This approach allows people to connect with their Māoritanga in a safe and welcoming space.

In addition to their creative endeavours, Rawiri and Ngaoma also emphasise the importance of looking after the environment and being kaitiaki. They work on local reserves, planting trees, maintaining vegetation, and cultivating māra kai. Their efforts encourage others in the community to participate in these activities and helps whānau become responsible stewards of their living environments, promoting sustainability and wellbeing.



Kōtiro & Co Party Hire & Design Limited

Description

Kōtiro & Co is a Māori and Pasifika party hire and design pakihi based in Ōtautahi which thrives on creating customised and culturally rich party decorations and spaces. They are a whānau business which incorporates kupu Māori, Pasifika designs, and custom party services for families who are celebrating birthdays, anniversaries, baby showers, and other whānau gatherings. Through Wave 16 investment, Lariah and her whānau were able to lay the foundations for their party hire and design pakihi.

After a successful first year of business, Kōtiro & Co was offered additional reinvestment through Wave 17 as an opportunity to further develop and make expansions on their pakihi Māori. Through this additional funding, Lariah and her whānau were able to organise a storage unit which meant they were able to purchase and store larger items as a result of the increased storage space. They have also hired a part-time kaimahi to support the growing business.

Receiving reinvestment has supported this whānau business to improve their capacity, increase their client base, and expand their community and network with other Māori businesses in Waitaha.

Reach

As a result of their enhanced capacity and capability through Wave 17 reinvestment, Kōtiro & Co were able to increase their workload to provide party design services to around three clients/whānau each weekend.

This was an increase of 1-2 events each weekend as Lariah and her whānau had the ability to fulfil more orders and offer additional services to whānau in Waitaha.



Impact

The expansion of Kōtiro & Co through reinvestment has allowed this whānau to inspire and reach more families and businesses in their community. Additionally, as Lariah's husband Jordon is often the person setting up the party events, she notes the impact it has on clients seeing a Māori/Samoan tāne setting up decorations and balloons. Jordon is not the stereotypical party designer so whānau are often surprised yet impressed with his preparation work and attention to detail.

In terms of cultural connectivity, the encouragement and use of te reo Māori in party hire items and decorations also has an impact on the normalisation of the Māori language for both clients and party

goers. And their success is inspiring others. For a close family friend, seeing another Māori and Pasifika whānau owning a thriving Māori business stimulated them to create their own security business here in Ōtautahi and this has now been operating for the past few months.

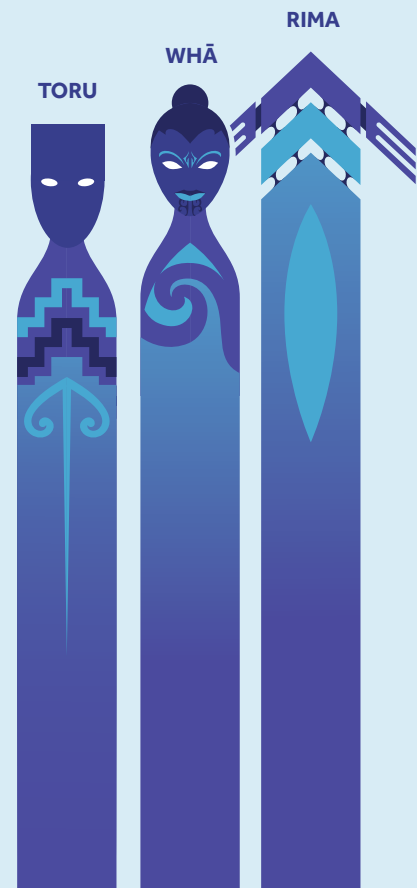
The impacts of Kōtiro & Co as a result of Wave 17 reinvestment includes greater community networking and collaboration, influencing and supporting other Māori business owners and entrepreneurs, and normalising te reo Māori.

Pou

Kōtiro & Co have been able to continue the expansion of their community networks through establishing relationships with other whānau and pakihi Māori in the hāpori. This has included collaboration with other similar Māori businesses, and utilising opportunities to promote the products and services of these businesses and groups.

This whānau notes the importance and impact of being able to support other whānau with Māori translations for party hire items, and in the process supporting and encouraging these families to use and celebrate te reo Māori. This also has an impact on whānau attending these gatherings and parties who are also able to celebrate the use of te reo Māori.

As business owners, this husband-wife duo have influenced other friends and whānau to develop and create their own businesses, with one close family friend recently creating and running their own business. They are excited and passionate about encouraging others to start thinking about business ownership and are happy to provide business advice about pakihi Māori.



Kōtuku Rongoā: Holistichealing Limited

Description

Kōtuku Rongoā: Holistichealing Limited was founded by Deone Greer and Louis Haenga. The primary goal of their initiative is to provide holistic healing and empowerment to individuals and whānau through a combination of traditional rongoā Māori practices and modern techniques. They focus on addressing both physical and emotional health issues, recognising that many physical symptoms stem from emotional traumas and internal imbalances. Their approach includes using various methods such as decoctions, drinks, panis, tinctures, and frequency healing technology. They are both qualified rongoā Māori and mirimiri practitioners, offering mirimiri, whitiwhiti kōrero, karakia, hīkoi to the ngahere and moana, and mahi toi. They also offer traditional handmade all natural rongoā products. With the help of Te Pūtahitanga o Te Waipounamu, Deone and Lou have been able to purchase necessary equipment and tools for their kaupapa.

A key aspect of their work is empowering people to achieve self-sustaining wellbeing. Rather than creating dependency, they aim to teach individuals skills to maintain their own health and connect with their inner selves. This includes reconnecting people with ancient Māori knowledge and practices, allowing for self-care and reduced reliance on pharmaceutical interventions. They draw on their tōhunga bloodlines and spiritual gifts to help people remember their true selves and regain their mana. The initiative places a strong emphasis on reconnection to te ao Māori and building community. They help people reconnect to traditional knowledge, including teaching rongoā identification, te reo Māori, and principles of traditional Māori healing practices.

Deone and Lou are also focused on making their services accessible and sustainable. They are working towards ACC registration to provide their services without cost to clients and are exploring innovative funding models such as a pay-it-forward system for vulnerable whānau. Additionally, they are developing programmes to work with rangatahi and tamariki, recognising that younger people are often more open to healing and change. Through these efforts, they aim to create positive change in individuals and the community, building a stronger, healthier society rooted in Māori traditions and values.

Reach

Over the past year, the initiative has helped between

35-40

people directly, with typical engagement involving three healing sessions per person.

This support extends beyond the individuals to their greater whānau, creating a broader impact within the community.

The initiative operates on a flexible schedule and often accepts non-monetary payments, such as vegetables and fruits, which allows them to assist those who would otherwise not be able to access these services, thereby expanding their reach and fostering a supportive, self-sustaining community.



Impact

The impact of this initiative can be measured by the positive changes observed in participants. Participants reported feeling lighter, happier, and experiencing glimpses of more joy and less pain. For example, an 83-year-old woman who had been in poor health saw significant improvements after a few healing sessions, including relief from chronic back pain. Several individuals experienced relief from long-term physical ailments. One woman with hip pain for five years and another with knee issues both saw their conditions improve significantly after healing sessions.

Kōtuku Ronogā has fostered a sense of community, turning strangers into 'whānau'. This sense of belonging and support has been crucial for many participants, providing emotional and social benefits.

Deone and Lou have undergone significant personal transformations, moving away from negative influences and behaviours, and finding a deeper connection to te ao Māori and nature. The initiative has also helped others reconnect with te ao Māori and traditional practices, which has been a source of strength and healing.

Overall, the initiative has had a profound impact on the participants' physical, emotional, and social wellbeing, fostering a supportive community and promoting cultural reconnection.



Pou

Kōtuku Rongoā aims to lead whānau towards healthier lifestyles, full societal participation, and fostering cohesive, resilient, and nurturing communities. They achieve this by empowering individuals to be self-sustaining through Whānau Ora, which involves teaching them to balance themselves and self-regulate. This includes skills in identifying, collecting, and using rongoā Māori, as well as relaxation techniques like meditation. By encouraging self-reliance, the initiative aims to reduce dependency on external support, helping participants create their own wellbeing and become stewards of their environment.

The initiative also focuses on building a strong sense of community and cultural reconnection. It has turned strangers into whānau, creating a supportive network where individuals feel valued and connected. This sense of belonging is crucial for emotional and social wellbeing. By reconnecting with traditional practices and nature, participants find strength and healing, which is a key component of the initiative. This reconnection to te ao Māori helps individuals find their identity and purpose, fostering a deeper sense of community and support.

Practical implementation includes developing safe public and private spaces for whānau, especially for kaumātua, to ensure they can participate without physical barriers. The facilitators lead by example, living the principles they teach consistently, which reinforces the message and provides a model for participants to follow.



Maka and Kata Studios Limited

Description

Maka and Kata Studios Limited is the creation of Makareta and Katarina Coote, two innovative sisters with deep roots in te ao Māori. Their journey started in Murihiku, where they launched their clothing and textiles business with a vision to merge traditional Māori elements with contemporary fashion. With support from Te Pūtahitanga o Te Waipounamu, Makareta and Katarina set out to create a clothing line that honours whānau values while meeting the fashion needs of wāhine. Their focus on knitwear sets them apart, with a unique approach that emphasises the involvement of whānau members in the garment-making process. This collaborative effort not only infuses the garments with a sense of community but also ensures authenticity and cultural integrity.

Makareta and Katarina's journey into the fashion world is a testament to their passion and determination. Despite both being qualified lawyers, their hearts were always drawn to the creative realm of fashion. Growing up in Bluff, surrounded by the rugged beauty of the land and the rich whakapapa of their people, they developed a deep appreciation for textiles and design.

The launch of their wool line, inspired by the lush pastures of Ruapuke Island, marked a significant milestone. Makareta's maternity leave provided the perfect opportunity to pursue her dream, leading her to organise a whānau wānanga to share her vision. Although initial attempts to use the island's wool faced challenges due to breed and environmental issues, Makareta and Katarina remained resolute.

With continued support from Te Pūtahitanga o Te Waipounamu, they persevered, refining their approach until they discovered the ideal solution. By shifting to locally sourced wool from Ashburton, they maintained the essence of Southern Wool while overcoming obstacles with resilience and adaptability.

Makareta, a self-taught knitter, leads the creative process, experimenting with colors alongside her whānau, particularly her aunts, who bring their knitting expertise. Together, they bring the garments to life, infusing them with the spirit of their culture and community.

Driven by a shared vision and a deep commitment to their whakapapa, Makareta and Katarina are dedicated to realising their dream. Their clothing line not only represents a fusion of tradition and modernity but also stands as a testament to the strength of whānau and the power of perseverance.

Reach

Makareta and Katarina are supported by two aunts who assist with knitting as they pursue their dream of launching their own fashion line.

In addition, at least seven other whānau members are actively involved in helping the sisters bring their vision to life. Their collective efforts are crucial in turning Makareta and Katarina's dream into reality.

Makareta has set a target to release their fashion line by September 2024. With the ongoing support from their aunts and whānau, they are determined to achieve success. They plan to start with pre-order online sales, offering a two to three-week wait for individually personalised items. This approach aims to minimise product wastage and reduce dead stock.

Once the brand is officially launched online, Makareta and Katarina plan to expand their reach by placing their clothing line in local boutique shops. They have already established a few local connections and are confident that the unique nature of their products will find a market in stores.

Impact

The impact of the funding received has been profound not only for Makareta and Katarina but also for their extended whānau. Makareta emphasises the significance of having the entire whānau involved and excited in the process, as this has brought whānau together in a meaningful way. The involvement of Makareta and Katarina's aunts, who possess years of knitting experience, has been particularly invaluable. Their guidance, support, and leadership have greatly benefited the endeavour.

One specific impact that stands out is the positive change observed in one aunty who tragically lost her son a decade ago. Since the launch of the business, family members have noticed her spark returning, indicating the uplifting effect this initiative has had on her wellbeing. This project has provided Makareta, Katarina, and their whānau with an opportunity to tap into their creative side, enabling them to express themselves and explore their talents together. Overall, the funding has not only facilitated the development of the business but has also fostered a sense of unity, healing, and rejuvenation within the whānau.



Pou

Throughout the process of developing their business, Makareta, Katarina and whānau involved have contributed their own unique skills and expertise. This venture is an opportunity for whānau to come together and actively participate. This inclusivity has been particularly beneficial for retired members of the whānau, as it provides them with a means to supplement their income, especially during times of financial strain with the increased cost of living.

In addition to providing extra income, this initiative has also given whānau a sense of purpose and fulfilment. Being involved in the business has allowed them to tap into their passion and talents and contribute meaningfully to the collective effort. Overall, this endeavour has not only strengthened family bonds but has also provided a source of economic support and a sense of purpose for all involved.



Mana Tipua, Mana Ora

Kete Education Limited

Description

Kete Education Limited is a social service provider focussed on responding to the absence of support and available resources for rangatahi Māori. To address inequity for young takatāpui and LGBTQIA+ in Ōtautahi, Kete Education Limited developed the kaupapa, Mana Tipua, Mana Ora.

This kaupapa was formed in response to a report by the Wayne Francis Charitable Trust in 2021, which highlighted the lack of support for the rainbow community. Wave funding has supported Kete Education to run Mana Tipua, Mana Ora, a series of weekly wānanga/workshops over an eight-week period for rangatahi Māori who are part of the takatāpui/rainbow communities. The weekly wānanga encouraged active participation for whānau through mahi toi, rongoā and other cultural practices.

A number of skilled artists, practitioners, and mentors have collaborated to deliver Mana Tipua, Mana Ora. The number of attendees has grown steadily over the funding period as a result of the delivery of the programme and the engagement of the takatāpui/rainbow rangatahi.

Kete Education now have their own place of residence, and further activities to engage whānau, including te reo Māori classes and drop-in groups throughout the week. The success of this kaupapa has meant life changes for the founders of Kete Education, which is now a full-time service provider.

Reach

Mana Tipua, Mana Ora has on average 12 rangatahi participating in their weekly wānanga. Numbers have steadily grown over the funding period, with around 24 rangatahi registered.

Weekly wānanga/workshops were held on Sunday. These incorporated waiata, kapa haka, pounamu carving, and poi making.

Different tohunga and mentors attended each time, engaging and sharing their knowledge. This included tohunga Christine Harvey, the first female tā moko practitioner in Aotearoa. Part of the success of these wānanga are the open conversations they encouraged, including kōrero about what tā moko looks like for transgender and gender fluid people.

Mana Tipua, Mana Ora also held an end of wānanga trip to Ōpuke thermal springs with the rangatahi rōpū. From this pilot of the eight-week intake, Mana Tipua, Mana Ora was able to collect a data set that ensures the sustainability of this kaupapa by securing further funding opportunities. Mana Tipua, Mana Ora is now open three times weekly for different sessions, talk therapy groups, kai and cultural activities.

Impact

As noted by co-founder Kahu Tumai, this kaupapa has been 'life preserving'. It has offered takatāpui/rainbow youth in Ōtautahi with a safe place at times of heightened vulnerability or isolation to connect both socially and culturally. The intersectional realities for young takatāpui across age, ethnicity, sexuality, and gender further exacerbates inequities and stigma they face, highlighting the importance of safe spaces like Mana Tipua, Mana Ora. Kete Education has offered this kaupapa to nurture feelings of safety and belonging, and for their Mana Tipua, Mana Ora whānau to create culturally sustaining and enriching experiences.

Some of their rangatahi are disconnected from school and/or their whānau, and some are homeless. Having a building and drop-in times means that Kete Education can check in on their rangatahi, working towards building more protective factors and pro-active supports such as living arrangements.

Pou

Kete Education understand and practice a holistic view of health by focussing on building up these different pillars for rangatahi. This includes a particular focus on improving the mental health and wellbeing outcomes for rangatahi. Currently, their building provides practical health supports such as sanitary and hygiene products, kai, and opportunities for emotional, spiritual and mental health support.

The pilot wānanga were focussed on culturally sustaining practises and mahi toi in order to provide space for rangatahi to gain a sense of belonging. These wānanga provided rangatahi with opportunities to connect to and participate in te ao Māori and Māori practices, whanaungatanga, and kōrero.



Mason Matakī Limited

Description

Daniel Matakī, the founder of Mason Matakī Limited, and his wife, Hana Matakī, are deeply committed to improving the lives of local families and communities. Daniel's passion for the entertainment industry extends beyond creating memorable experiences; he leverages his expertise in deejaying to uplift and empower his community.

Mason Matakī Limited utilises deejaying as a tool to bring wānanga to life for rangatahi and tamariki. These wānanga aim to foster an inclusive environment which embraces tikanga, whanaungatanga, and rangatiratanga. The primary objectives of these wānanga are to enhance self-confidence, promote self-reliance, and inspire whānau to recognise their value and potential.

With a background in conducting deejaying workshops specifically for rangatahi, Daniel saw this initiative as an opportunity to deepen his own understanding and experiences within te ao Māori. This venture not only enriches his professional journey but also allows him to contribute meaningfully to his community.

Reach

To date, Mason Matakī Limited has successfully organised four DJ Wānanga, which took place on weekends and engaged many whānau from across the Canterbury region.

Daniel's framework begins with fostering whanaungatanga and sharing Daniel's journey, allowing tamariki to connect and relate to his story. Following this introduction, participants receive a basic overview of deejaying, which includes a brief history of hip hop and its influence on Daniel's creative style and worldview, followed by a hands-on segment where the tamariki can experiment with and get a feel for the equipment.

The primary goal of these wānanga is not to turn tamariki into deejays, but to demonstrate the possibilities that arise when they set and focus on their goals. With extensive experience in youth mentoring, Daniel has observed the negative effects of disconnection from te ao Māori and the identity struggles that rangatahi often face. By targeting these workshops at tamariki, Daniel aims to prevent this stage of disconnection, helping them build a strong sense of identity and purpose from an early age. Through these wānanga, Daniel seeks to inspire and empower young participants, showing them that with dedication and focus, they can achieve their aspirations.



Impact

One standout moment for Daniel was witnessing one participant in particular gain confidence and thrive in the supportive environment he created. This has led that participant to enrol into a deejaying course and pursue deejaying as a possible career pathway.

Daniel uses his own journey within te ao Māori as a powerful example. He acknowledges that he is still on this journey and leverages it as a strength in the world of deejaying. His aim when teaching and educating tamariki is to inspire and encourage confidence, which is crucial in the field of deejaying and life in general. By sharing his story and experiences, Daniel motivates young participants to embrace their own Māoritanga and pursue their passions with confidence.

Several tamariki have shown interest in deejaying, and Daniel has been able to provide them with the space to learn and explore their potential. By doing so, he has planted seeds for their future growth and development.

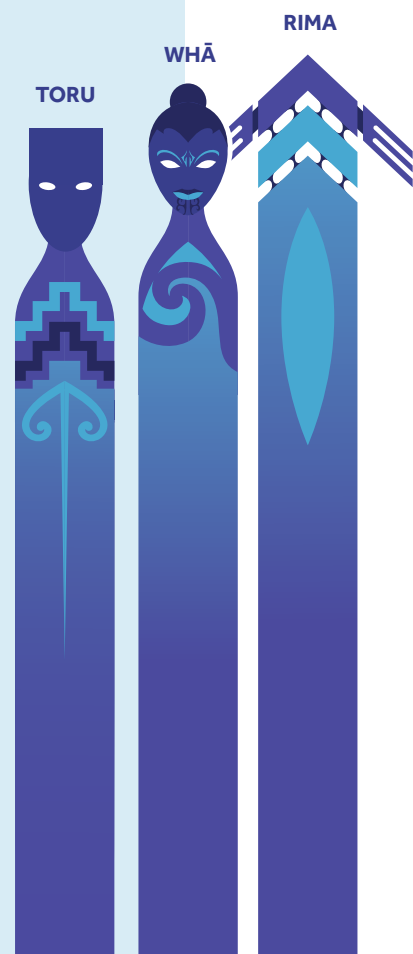


Pou

By providing a safe and welcoming space, Daniel introduces the world of deejaying to tamariki and rangatahi in a way that is both understandable and relatable. Beyond teaching deejaying skills, Daniel empowers these young individuals to build confidence and inspires them to set and pursue their own goals. This provides the next generation with skills they need to not only participate but thrive in our society.

Through his youth mentoring mahi, Daniel sees the very real effects of disconnection from te ao Māori and how rangatahi struggle with their identity. The wānanga designed by Mason Matakī Limited empowers and encourages tamariki within te ao Māori. Daniel is open with his reconnection journey within te ao Māori, and by being open and transparent, it offers tamariki and whānau to do the same. This works to support feelings of embarrassment or whakamā “He waka eke noa.”

With the support of Te Pūtahitanga o Te Waipounamu, Daniel was able to bring his skills and ideas to life, making a positive impact on his community. This experience helped him realise the significant value he can add independently, without relying on the umbrella of other organisations or initiatives. His journey inspires his whānau to pursue and bring their own ideas to fruition.



Minaka Marlborough Limited

Description

Minaka Marlborough Limited is a vibrant and evolving cafe enterprise. Set up and run by passionate entrepreneur, Brooke McLeod. With a comprehensive focus on all things coffee-related, Brooke oversees the entire spectrum of operations, from roasting coffee beans to making the best coffee in Wairau. Her expertise extends beyond production; also providing industry training and invaluable knowledge on the art of coffee making and machine maintenance.

With the support of Te Pūtahitanga o Te Waipounamu and strong connections with local iwi including Ngāti Rārua, and her own iwi Ngāti Kuia, Minaka Marlborough Limited has been able to add to these core activities and now boasts a bustling coffee cart and a custom-designed drive through coffee cart.

This innovative kaupapa opens up year-round event opportunities in the Wairau region, catering to diverse gatherings and events. Moreover, it will support the local sports community, providing a convenient pitstop for whānau between games. Through the business, Brooke will offer comprehensive barista training, work experience and adaptable franchise layouts for future aspiring baristas.

The growth and diversification of Minaka Marlborough Limited over a remarkably short time frame can be attributed to Brookes unwavering drive, dedication and vision.



Reach

Brooke has a diverse range of skills and her activity showcases the quick growth and extensive reach Minaka has had since receiving investment. While Brooke was in the process of getting her custom designed drive-through coffee cart built, she was able to borrow a coffee cart from a friend and began trading.

Her first event was at Te Mana Kuratahi biennial national primary schools kapa haka competition. This was a four-day event with over 3000 people attending per day. To meet the demand, Brooke employed two staff. This event was instrumental in Brooke developing and adapting her business for future events and as a result, Brooke was hugely successful at her next two events, Garden Marlborough and Te Pātaka o Wairau Night Market.

Over the summer months, Brooke has her coffee cart set up at Pelorus, operating five-days a week. Due to the success of Minaka, Brooke was able to purchase the coffee cart and utilise the Wave 17 funding to further fit out her custom designed drive-through coffee cart. The drive thru has recently been launched in Marlborough, increasing her ability to support the local community and events whilst also targeting people coming in from the ferries and cruise ships.

Brooke emphasises the importance of community engagement and mentorship. She offers barista training at REAP Marlborough and to staff at various cafes, wineries, offices and restaurants around Wairau. She provides in-home training, teaching people the art of making coffee and how to maintain their machines. Brooke also supports her staff to progress in the industry by providing comprehensive training and ongoing support.

Minaka Marlborough Limited is currently supplied with coffee roasted by Brooke herself, she is the master roaster for CPR Coffee Co. in Blenheim. Brooke ensures the quality and consistency of each batch meets not only the customer expectations every time, but also her own.

Impact

Returning home after ten years in Australia and starting Minaka Marlborough Ltd was a significant milestone for Brooke and her whānau. Brooke established herself and her whānau in Wairau and then decided to start her own business, which was a really big step for her.

Initially Brooke struggled with self-doubt, external pressures and financial limitations. However, Minaka Marlborough Ltd saw rapid growth over a short period of time, and Brooke has adapted and improvised when faced with the challenges and successes of running her own business. This included the design and acquisition of her coffee carts, managing suppliers, handling operations, and developing strategies for growth.

Brooke has become more confident in herself, gaining a sense of independence and self-assurance. The success of her business has provided financial security for herself and her whānau, contributing to their overall wellbeing.

The introduction of her coffee cart has enhanced convenience and accessibility for the community, particularly during events and sports activities.



Pou

Brooke actively supports whānau and the community on their journey towards becoming self-managing and empowered leaders. She provides mentorship, guidance, and contributes to community engagement by supporting local events with the coffee cart and the Wagon Wheel. Additionally, Brooke offers in-home and industry training sessions, fostering the development of new skills within both the community and the wider hospitality industry.

Proudly supporting her iwi Ngāti Kuia, Brooke has the privilege of working on her whenua in Pelorus, close to her marae, Te Hora, in Canvastown. This connection represents a significant achievement for her, blending her business endeavours with her whakapapa and reconnecting her to te ao Māori. Having just completed her first-year learning te reo at Te Wānanga o Aotearoa in 2023, Brooke had the opportunity to kōrero with whānau at the kapa haka which was an incredible experience for her. She aligns her business initiatives with cultural practices, such as developing Māori menus, showcasing her commitment to cultural engagement and representation.

Brooke's multifaceted approach demonstrates her dedication to empowering whānau and families to learn new skills and embrace their cultural identity. Through her dedication and hard work, Brooke has achieved economic security for herself and her family.



Brooke

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Natalie Kere Art

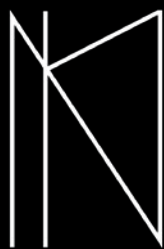
Description

Natalie Kere is a contemporary multi-disciplined Māori artist based in Te Tau Ihu, inspired by natural taonga. Through her art, Natalie aims to reconnect whānau, passing on matauranga from her tūpuna through wānanga and connecting them to natural resources in Te Taiao. Natalie envisions guiding whānau on a physical and spiritual journey into the awa to gather stone, learn the history of the area, extract stone from the water, and craft it into cherished toi Māori taonga.

Working alongside whānau and sharing her knowledge about tikanga brings Natalie great joy. She approaches her work with a contemporary perspective, allowing her to create boutique pieces of jewellery and art that stand out from traditional Māori stone carving. Her lifelong passion for collecting stones and developing knowledge around minerals has deepened her understanding of the craft and enables her to share her expertise with others interested in mastering it.

For the past five years, Natalie has taken carving seriously, acknowledging the male-dominated nature of the field and teaching herself the intricacies of the craft. Her dedication to stonework is evident through her commitment to spending time with and teaching whānau. Her talent and dedication has earned her international recognition. Her work, Natalie Kere Art, was showcased in Times Square in 2022, and she was signed by the Van Gogh Gallery in Spain in 2023. These achievements fuel her passion to continue her mahi and share her artistry with the world.

Through facilitating wānanga and working closely with whānau, her confidence has grown. She expresses that her creativity is not just a job—it's a way of life ingrained in her being. She couldn't imagine pursuing anything other than the mahi she loves.



NATALIE KERE
ART

Reach

Natalie has collaborated with her cousin Shenell Kelly to facilitate local wānanga, recognising the importance of their combined knowledge of tikanga.

This collaboration has been highly beneficial for participants, as each brings unique perspectives to the table, enriching the experience.

The connectedness fostered during the wānanga is evident through the relationships built among participants.

Throughout the teachings there is immense emphasis on respecting the environment during stone harvesting, ensuring that whānau acknowledge and express gratitude to the whenua they gather from to create their taonga.

In her facilitation role, Natalie has conducted:

- Eight wānanga with 10-20 participants each
- Seven one-on-one sessions
- Four two-day training sessions with roughly 13-18 participants each time.
- Participants ranged in age, with the oldest being in her 70's and the youngest being 12.

This extensive engagement demonstrates Natalie's commitment to sharing her knowledge and skills with whānau and individuals, fostering cultural connection and creativity within her community.

Through facilitating wānanga, Natalie noted a common trend among Māori participants: many felt disconnected from te ao Māori, but the opportunity to develop knowledge and skills during the sessions strengthened their connection to their whakapapa. Additionally, Natalie found it intriguing that numerous Pākehā participants were also interested in exploring Māori culture and expressed a desire to learn more and deepen their understanding of both the culture and its people. This shared enthusiasm for cultural exchange and learning contributed to fostering connections and understanding among participants from different backgrounds.

Impact

Natalie highlighted the significant impact she observed among whānau and the positive effect on their mental health. Drawing from her own whānau experiences with mental health issues, she saw these sessions as an opportunity to connect with whānau in a meaningful way. By fostering a deep connection with the awa and the environment, participants found a sense of peace and grounding that contributed to their mental wellbeing. The wānanga encouraged whānau members to support each other, creating a strong sense of community and belonging. These nurturing relationships were essential in helping individuals feel valued and understood, which significantly improved their mental health.



Pou

This kaupapa encourages whānau to lead healthy lifestyles by immersing themselves in the natural environment by taking walks through nature and exploring the awa, is a key aspect of Natalie's approach. By promoting active engagement with the whenua and encouraging whānau to learn and develop knowledge, she aims to foster confidence among them to actively participate in te ao Māori.

Natalie's own journey has taught her the immense value of supporting others in their cultural exploration and learning experiences, whether it's reconnecting with their own culture or supporting non-Māori, who are eager to learn.

Through her mahi, Natalie seeks to create opportunities for those with creative talents to connect, build relationships, and support one another, recognising that creative work can sometimes be isolating. By facilitating connections and fostering a supportive environment, Natalie aims to encourage individuals to embrace their whakapapa and creative potential.



Natalie Kere

natalieKereart@gmail.com | natalieKereart.com

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NFM Firewood Limited

Description

Established by Andrew Norton-Taylor, NFM Firewood Limited is a whānau owned and operated business supplying firewood and coal to the Buller/Kawatiri community. With support from Te Pūtahitanga o Te Waipounamu, NFM Firewood Limited aims to increase the supply of firewood and coal available as the demand for supply in the area has risen beyond capacity. This will enable a greater amount of products to be sourced and delivered to whānau, ensuring there is enough supply to adequately warm whānau homes during winter months.

Since receiving Wave 17 investment, NFM's reach and customer base has doubled to 200 whānau. Andrew, with the support of his whānau, have been able to commit to the business full time due to the growth. As the demand peaks seasonally, Andrew has been working hard to diversify his offerings and create cheaper options to help people plan and secure wood ahead of time. Andrew is working on the further expansion of this business by utilising wholesale options in supermarkets, with the possibility of doubling his production again.

Having a family and children to support meant that creating and running a business would be risky for Andrew, however Wave investment has been instrumental in the establishment of this business, allowing NFM Firewood to go from 'strength to strength'. With the support of Andrew's whānau, NFM Firewood continues to expand and grow as community and customer needs change over time in the Buller/Kawatiri rohe.

Reach

Since receiving Wave 17 investment, NFM Firewood has been able to both increase supply and their customer base in the Buller/Kawatiri area.

Andrew notes the customer numbers have doubled from 100 to 200 since receiving support from Te Pūtahitanga o Te Waipounamu and expansion into supermarkets has also supported this overall business growth. Supplying coal into supermarkets has opened up an additional customer base for NFM Firewood, creating a new opportunity for NFM Firewood to sell and promote their products.

Impact

As demand for firewood and coal has increased in the area it has resulted in an increase in dedicated work hours, allowing Andrew to work in the business full time. This has positive impacts for Andrew and his immediate whānau, creating greater economic security and business sustainability. Andrew also brings his tamariki to work when possible to teach them values about hard work and the importance of creating authentic relationships and connections with the community.

From a community perspective, Andrew knows that his service has wider impacts beyond dropping off wood and coal to customers. He values the strong relationships he has with the community he serves and notes these connections

as critical enablers to the success of this business. He is conscious of the stress whānau can be under when they are trying to keep their whānau warm, and will make sure that he is available for deliveries no matter what hour of the day.

"Just the amount of good vibes you get in a day from people, so grateful. You might have saved them."

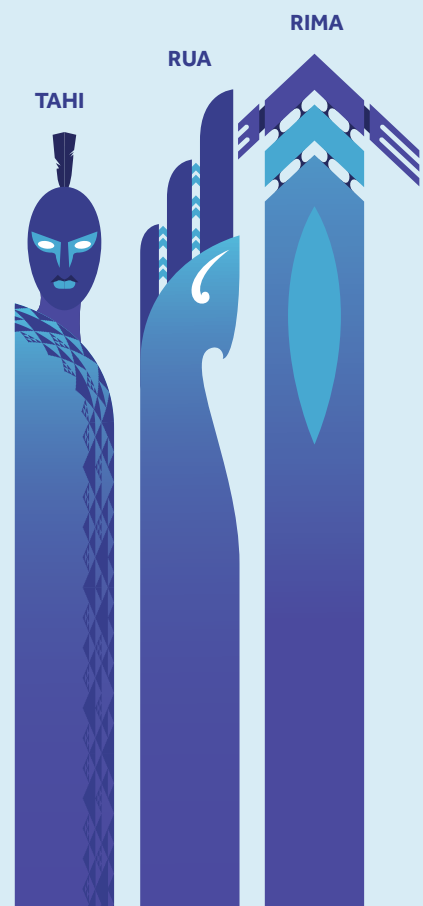
For Andrew, supporting whānau and their tamariki to warm their homes is a rewardable and enjoyable part of running this business. Andrew prioritises respect and kindness and always allows the time to have a meaningful engagement with his customers.

Pou

With the increase in capacity of NFM Firewood, Andrew made the decision to resign from his previous role and work for the business full time. Both running and working for this business has created an opportunity for Andrew to step into local leadership and entrepreneurship.

The physical nature of the business means Andrew is active each day, creating positive health impacts on his wellbeing. Bringing his tamariki to work also creates opportunities for his children to participate in physical labour and hard work. Andrew gets great satisfaction being able to role model what hard work and being self-employed looks like for his tamariki and the wider community.

Recent business expansions and the subsequent increase in customer base and income has supported positive economic benefits for Andrew and his whānau. Resigning from his role and working full time for NFM Firewood allows Andrew to focus solely on the business and potential future expansions.



Ngāti Hari ki Te Waka-a-Māui & He Kura Pounamu

Description

Ngāti Hari ki Te Waka-a-Māui and He Kura Pounamu are te reo Māori education and revitalisation programmes developed and delivered by Eleanor Brown and Tukino Turu across Te Waipounamu. Ngāti Hari ki Te Waka-a-Māui was created in response to whānau need, Eleanor and Tukino were approached by whānau in Te Tau Ihu to create a te reo Māori class in Nelson. As passionate and experienced kaiako, the pair responded to this call in 2018 and started to develop a programme and deliver classes to whānau in Nelson each month and on some weekends. Over time the rōpū started to koha towards the delivery of the course which supported some of the travel costs for themselves as well as an additional kaiako and facilitator to support the ongoing delivery of this kaupapa.

A year later, the pair received a call from their local community in Aranui about delivering a similar te reo Māori class for whānau in Christchurch. From this they created a weekly class called He Kura Pounamu, and utilised mixed teaching methods including Te Ataarangi. With Wave 17 investment, Eleanor and Tukino have been able to utilise the funds to support the travel to and from class venues in Te Waipounamu, the facilitation of classes, and the delivery of wānanga and noho marae to taurira. These programmes move beyond just teaching and learning te reo Māori to include the teaching of tikanga, connecting whānau with their Māori culture and heritage, whakapapa connection, and growing the confidence and self-esteem of taurira.

Reach

Since receiving Wave 17 investment in July 2023, both Ngāti Hari ki Te Waka-a-Māui (Nelson) and He Kura Pounamu (Christchurch) have seen fluctuations in taurira and participants.

At any one time they have approximately 20 whānau/taurira in each programme, many of whom also attend the classes alongside their family members. Through this investment Eleanor and Tukino were also able to deliver three noho wānanga, three online wānanga, and continue to support the delivery of both the Christchurch and Nelson programmes.

Impact

Eleanor and Tukino note that their te reo Māori classes and programmes create ripples of impact for taura, whānau, and the wider community. This includes the impact of teaching three generations of whānau in one class, and the ability for this whānau to then kōrero Māori in their whare as a way to continue their learning and use of the language. Another impact of these programmes includes teaching taura about kaikaranga and kaikōrero roles which has led to one whānau utilising these skills on their own marae. The growth in confidence for this whānau through the programme has allowed them to move past feeling whakamā and instead assuming the role of kaikaranga for their whānau.

These programmes have also provided safe learning environments for whānau to connect to their whakapapa and whānau through the creation of pepeha, with one taura visiting her marae for the first time as a result of attending noho marae. At one kaupapa, the duo noticed a group of gang members who had been watching the rōpū karanga and kōrero at the marae. When they were finished, the young gang members approached their nephew and said “hey, what are you learning? Can we learn that stuff?”. Eleanor and Tukino recognise this as one of the ripple effects of their kaupapa and that just by speaking Māori that others will become inspired to learn too.

Pou

The way that Eleanor and Tukino have taught these programmes has created opportunities for succession planning and the sustainability of this kaupapa. On one rare occasion the two kaiako were unable to attend the night class, and instead of having a night off, the taura continued to meet for their class and decided to run it themselves. They note that the students “take ownership and leadership of the programme” and that the learning still continues without them.

Both Māori and non-Māori taura who participate in these programmes not only engage in the revitalisation of te reo Māori but are also building relationships with others in their rōpū and wider community. Whanaungatanga is critical to this kaupapa, and the ability for taura to connect with one another in this learning environment seeks to promote greater participation and engagement in this programme and hapori.

The inclusion of tikanga, waiata, karanga, and karakia alongside the teaching of te reo Māori creates content that both allows whānau to participate in and connect to te ao Māori. The impact of seeing taura connect to their whānau identity has been particularly impactful for the two kaiako who note that this foundation sets taura up for the future. One whānau member gained confidence to assume the role of kaikaranga on their own marae, creating opportunities for these taura to connect to te ao Māori and their marae beyond the classroom.



Ōtautahi Māori Wardens Association 2006 Inc

Description

The Ōtautahi Māori Wardens Association is a group of committed whānau and members of the community who have supported Christchurch communities for the past 80 years. Traditionally, the wardens undertook patrolling roles in the city but over time their mahi has expanded to include the provision of kai and kai parcels, filling community pantries, crisis response, clean-up initiatives, mental health support, and attending and supporting cultural and community events.

With Wave 17 investment from Te Pūtahitanga o Te Waipounamu, the Ōtautahi Māori Wardens have been able to increase their capacity to support whānau and the community, order new uniforms to support the team, and utilise funding to provide support with transport, kai, and other direct support for the community.

Since receiving Wave 17 investment, the Ōtautahi Māori Wardens have been able to respond to the increasing mental health concerns and the increasing unemployment rates by addressing kai insecurity for whānau and communities in Christchurch. This has included the preparation and supply of food parcels to communities twice a week, filling community pantries, delivering kai to kaumātua, providing community outreach, and connecting whānau with appropriate social service support in their hapori. The team are experiencing a sharply increased demand for support and services in the community and note that while the support provided by the wardens is important, it fails to address the greater system failures for whānau. Kaiwhakahaere Jacqui adds that the work they do is "just a little ripple", and that food parcels, for example, only support whānau to eat for a few days until they need to ask for help again.

As a not-for-profit organisation, the Ōtautahi Māori Wardens rely heavily on donations of funds, food, and other resources that they then can distribute to whānau in need. This additional investment from Wave 17 has taken away some of the stress and burden around covering the costs of running this organisation so that the team can better focus on supporting families. An increased capacity to fund extra kai and to cover travel and petrol expenses, are allowing the team to travel more regularly, to reach a larger area of Christchurch.

Reach

Through Wave 17 investment, the Ōtautahi Māori Wardens have been able to directly increase their reach by at least

40

whānau per week.

The investment has also allowed the team to attend and support more community and cultural events across Waitaha, creating new opportunities to meet more whānau in need, and strengthen their community networks and relationships.

Regrettably, the team have also noticed an increase in need from kaumātua in the community who are going without kai, transport, and other essential supports. The wardens have responded to this increased demand by delivering kai and resources directly to their homes.



Impact

The Ōtautahi Māori Wardens are passionate and driven to improve the wellbeing outcomes for whānau and the communities they support but are concerned at the lack of opportunities and access to sustainable pathways out of poverty and food hardship. The team are grateful for Wave 17 investment and recognise the impact that their increased capability has had on the community. This support has helped the wardens avoid becoming too disheartened by the challenges ahead, while they search for long-term solutions.

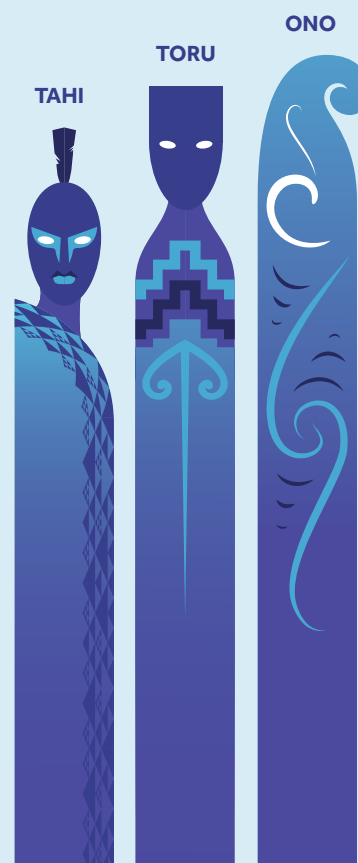


Pou

The team offers budget workshops and connects whānau to services and organisations offering money management, ensuring that whānau are supported on their journey to becoming self-managing and empowered leaders.

The work of the wardens creates opportunities for whānau and communities to stay better connected with each other, to collaborate, and to ensure families in need are receiving the local support they require. The Ōtautahi Māori Wardens have built relationships with many Māori organisations and social service providers including Te Puna Oranga, He Waka Tapu, and the various rūnanga across Waitaha.

The team recognise that whānau are trying to be more resilient, but current system changes and increases in living costs are making this difficult. During winter months, the wardens prepare for increased demand for food, support for warmer homes, and support other resources as whānau battle the impacts of the colder, wetter months.



Pātaka Mana Manaaki

Aranui Wainoni Community Child Care Centres Association Incorporated

Description

E Tipu e Rea Early Learning Centre is a community-based early education centre catering for ages 0-6 years, licensed for up to 40 children including up to 10 under twos.

The centre prioritises nurturing relationships with their whānau and have recognised the need to break down barriers for accessing basic necessities such as kai, kākahu and household products. As a result, they have established the initiative Pātaka Mana Manaaki. This initiative consists of three elements including māra kai, pātaka kai and supporting costs for essential items. Collectively these three elements will support whānau to ensure they have access to not only fresh kai but non-perishables and essential items they may not be able to afford otherwise.

With support from Te Pūtahitanga o Te Waipounamu, E Tipu e Rea have resourced and built new māra kai installations within their centre. The learning centre has extended this kaupapa to run a gardening programme every fortnight throughout the year.

The third component of this kaupapa has involved purchasing kai and other items which have gone on a shared table, and are available if whānau need. Kaimahi at E Tipu e Rea recognises the current need for essential items such as fresh kai, non-perishable items and hygiene/basic care items.

Reach

Throughout the year, E Tipu e Rea have had support staff from Growing Kiwi Gardens come in bi-weekly to support the tamariki, kaimahi and whānau learn to be kaitiaki of their māra kai.

The tamariki have taken great interest in learning how to care for different growing plants, and these fortnightly sessions involve sharing knowledge around plants, growing and maintaining gardens, and other skills such as growing plants from seed. Many whānau have shared their passion in this kaupapa, and have taken seedlings home to grow together.

E Tipu e Rea have been able to resource essential items for their tamariki, this has relieved some financial pressure whānau are experiencing. They have been able to purchase gumboots, warm vests, drink bottles and lunchboxes for around 45 tamariki, ensuring they are warm and ready to learn.

Whānau engagement in this kaupapa has increased over time, with many taking home kai from the learning centre's māra and sharing different recipes online.

Impact

Funding from Te Pūtahitanga o Te Waipounamu has provided essential support to all whānau at E Tipu e Rea over the past year, alleviating additional costs for their tamariki during the cost-of-living crisis. This support has been a significant relief, ensuring their tamariki have warm clothing and boots, nutritious kai, and are not missing out on essentials. Providing these extra items and necessities in a mana enhancing way ensures whānau are feeling less shame if they have limitations, and furthermore encourages them to participate in centre activities and life.

Tamariki attending the early learning centre are proud to have their matching kākahu, and all share a sense of belonging. The impact of the māra kai and increased food knowledge is encouraging kai sovereignty within whānau and engaging tamariki in practices that will have lasting positive impacts.



Pou

Pātaka Mana Manaaki is mana enhancing for whānau, increasing participation and belonging. Whānau have progressively become more engaged in sharing knowledge and ideas, collective learning, and accessing support when they need it.

The bi-weekly māra kai sessions enforce understanding about the environment, share lasting knowledge and skills that will continue to influence the way whānau interact with their environment.



Platform 40 Limited

Description

Platform 40 Limited is an eatery and bar located in the Te Tai o Poutini town, Moana. Through Platform 40 Limited, Te Pūtahitanga o Te Waipounamu investment will allow the Weepu whānau to provide local Māori history and pūrākau told from local iwi and kaumātua perspectives through in-person tours and an online platform. Trusted mana whenua will oversee the history and pūrākau, ensuring that the correct information is shared with not only local whānau but also those visiting Moana.

The aspiration behind this kaupapa is to create an experience that can maximise the existing picturesque location on Lake Moana beside the KiwiRail Transalpine train station stop at Moana as it travels through to Māwhera. The startup guiding experience will operate alongside the existing whānau café business and will potentially buffer the quiet down season over winter. This will include an hour long trip with several stops along the lake, and then travelling back to the café for tapas of traditional kai.

So far, the Weepu whānau have conducted several mini tours including a pōwhiri process and the sharing of whakapapa. These tours have provided the whānau with valuable preparation in terms of timing and execution as they work towards delivering larger tour group experiences.

Reach

Ihaka, his sister and his mother are the main drivers of the guiding tour experience and have plans to be inclusive and grow the capability of their wider whānui to be part of this kaupapa.

Ihaka believes that everyone can bring something to this kaupapa, noting the importance of working out where their value lies and then coaching and growing them. Additionally, Ihaka finds joy encouraging his nephews and nieces towards realising and chasing their dreams, shifting their views around the limitations they place on their future roles or career prospects. Inspiring and training others creates opportunities for succession planning and upskilling to ensure the longevity of this initiative.


Ihaka has regular wānanga with whānau in Te Tai Poutini and in Christchurch where the majority of their whānau are based. Creating a whānau initiative ensures that family from across Aotearoa can contribute towards the kōrero and kaupapa. Keeping everyone connected can be time consuming, however Ihaka enjoys seeing them excited and recognises the potential for whānau in delivering and sharing stories with one another and customers.

Impact

As the kaupapa moves closer to delivering its first guided tour experiences, Ihaka believes that up to 20 whānau members could contribute to this initiative in their own way. Holding mini guiding experiences has helped their whānau understand the desired look and feel, and is currently working on the content through wānanga to shape the final tour product.

The whānau agree that the biggest factor has been healing and growth through connection through whakapapa, mātauranga, and whānau in Te Ika ā Māui who are keen to be involved and participate from afar. It has allowed the whānau to be gracious and kind to each other and accept their differences, working collectively towards a common goal.

WEST COAST
Culture Tours




Whispers of
KŌTUKUWHAKAOKA

On this tour we will share with you the ancient oral traditions pukorero of this area, transporting you back in time to another world. The legends of rakaihautu and how he shaped the land and led to the arrival of waitaha, the first tribe to set foot on this island. The legends of poutini, how he stole the maiden waitaiki and how tamaahua the chief relentlessly pursued them and how this led to the ngati waitangi coming to this area.


With Traditional kai
At Platform 40

our traditional kai to modern are seasonal dishes that are small bite size just a small taste for you to enjoy



Moana
(Lake Brunner)

WEST COAST
Culture Tours



Whispers of
KŌTUKUWHAKAOKA

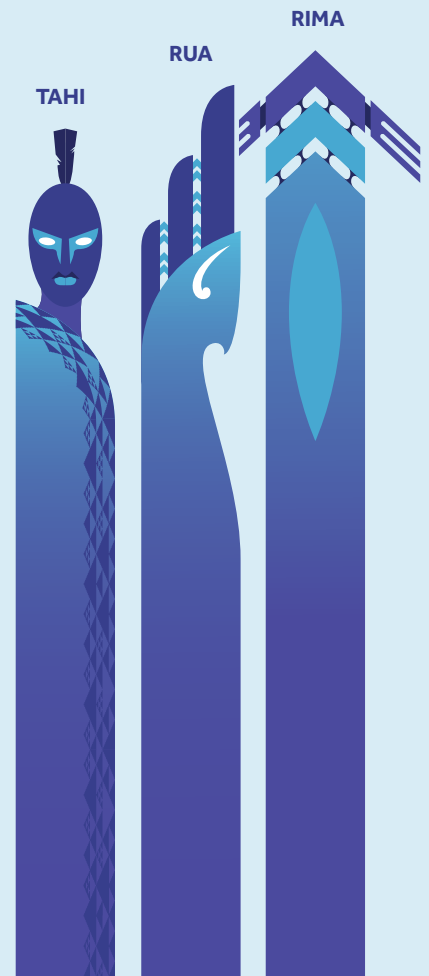
Pou

Ihaka and his whānau are committed to healing and growing their own whānau skills, capability and knowledge and in turn transmitting this knowledge by taking people on guided tours. They know that they have the potential for a unique offering as their delivery is grounded, local, authentic, relatable, personable and engaging. This isn't an off the script experience, rather it is an engaging experience that celebrates the whakapapa and pūrākau of the region in a mana-enhancing way.

The whānau have been able to learn in-depth history and kōrero about the pou of the marae, practicing waiata, learning how to conduct a mihi whakatau, delivering their pepeha, and other cultural practices relevant to their marae and hapū. This learning has empowered his sister and moko in particular, creating moments for generations of whānau to reconnect and immerse in te ao Māori and to pass down mātauranga and cultural practices.

In terms of wealth creation, this guided tour initiative works in cohesion with the existing bar and café business owned by the same whānau. Expanding their business model to include guided local tours that include dining at the bar and eatery provides an opportunity for both businesses to grow together ultimately ensuring greater economic security year round.

Ihaka notes that the protection and responsibility to care for the environment and land is inherent for the Weepu whānau. The protection of te taiao is a key value for this business which has ripple effects on their younger generations, ensuring the continuation of these approaches to the whenua and awa.



Platform 40

platform40.lakebrunner@gmail.com | 027 738 0158

 Platform40  platform40_lakebrunner_moana



Platinum Aesthetics

Description

Jamacia Carruth, trading as Platinum Aesthetics, is a Beauty Salon in Christchurch City, specialising in lash extensions, teeth whitening, tooth gems and lip blushing. Jamacia has recently started offering her own three-day lash course, with a full starter kit included in the training. Jamacia embarked on her entrepreneurial journey in 2019, fuelled by her passion for beauty and her desire to create a space where clients could feel both pampered and rejuvenated.

Initially starting as a small home-based business specialising in lash services, Platinum Aesthetics quickly gained traction within the community. Jamacia's dedication to her craft and her genuine care for her clients contributed significantly to the growth of her business. Word-of-mouth recommendations spread and loyal customers returned, drawn not only by the quality of her work but also by the personal touch she brought to each appointment.

However, Jamacia's vision for Platinum Aesthetics extended beyond the confines of lash extensions. She envisioned her salon as a hub for major beauty care needs, where clients could receive a comprehensive range of services tailored to enhance their natural beauty. This dream faced challenges typical for small businesses, particularly in terms of limited resources and access to funds needed for expansion. With the backing of Te Pūtahitanga o Te Waipounamu, Platinum Aesthetics set its sights on diversifying its services and starting the initial research and steps into establishing an online retail presence.

Reach

Platinum Aesthetics embarked on a journey of expansion and innovation, with the addition of new services such as tooth gems and lip blushing as part of a strategic pivot.

The aim was to broaden reach within the community and engage new clients while sustaining her loyal clients from the start of her journey.

To expand her impact further, Jamacia was keen to make beauty products more accessible to a wider audience with an online retail shop. Currently Jamacia is doing her due diligence around the logistics to setting up an online shop, a process for shipping as well as securing a manufacturer for the retail products she wishes to bring to the market. She has already been able to set up her website with a dedicated shop area and currently has three lash products available to purchase. Jamacia has a goal to expand her product line much further, but is proud of the start she has made into the retail space.



Impact

The impact from the support received by Te Pūtahitanga o Te Waipounamu is profound. With the funding and resources provided, Jamacia was able to travel to and participate in her first training of the year. Platinum Aesthetics was then able to expand its clientele by offering her new services to over 100 clients. Jamacia herself acknowledged the transformative effect of this support, stating, "It's given me confidence to do more in business and try new things and be able to offer more services and actually expand my business." This newfound confidence translated into tangible results, both in terms of business growth and personal fulfilment for Jamacia.



Pou

Jamacia is passionate about offering services that make wāhine feel confident and beautiful and is determined to grow to a full-service hub offering both services and retail options. With the guidance provided through Te Pūtahitanga o Te Waipounamu, Jamacia is better equipped with the skills and resilience needed to thrive.

The flexibility afforded by a home-based studio is instrumental in Jamacia's ability to achieve a balanced lifestyle which is crucial for her role of being a present māmā. Making time for important milestones and family commitments added a profound sense of fulfilment and pride for Jamacia, reinforcing her belief that a healthy work-life balance is essential for the wellbeing of her whānau.

Platinum Aesthetics is prepared to make a substantial impact in the beauty industry, staying ahead of the game and ensuring her business is well-equipped in both the service and retail space. Jamacia's passion, dedication, and innovative spirit will continue to drive growth and success, setting new standards of excellence in the industry.



Plumb South Limited

Description

Sam and Sharne Smith are the proud owners of Plumb South Ltd, a Māori-owned plumbing and drain laying company based in Invercargill. After a decade in the industry, Sam and Sharne decided to take the leap into establishing their business in 2022. Their aspirations for their business include providing a much-needed service within their community. Sharne and Sam understand the profound impact personal choices have on life trajectories and are dedicated to providing opportunities for local rangatahi to engage in positive activities.

With support from Te Pūtahitanga o Te Waipounamu, Plumb South Ltd, has been able to invest further in equipment and tools allowing the business to tackle larger projects within the community. Additionally, they've initiated a rangatahi pathways programme to give back to the community by providing sponsorships, building community networks, and engaging with young people through schools and sports clubs. By encouraging youth involvement in sports, they aim to keep them occupied and away from negative influences, guiding them toward constructive pathways.

Both Sam and Sharne are passionate about supporting young people in learning trades, offering skill development opportunities to those who may lack access to such resources. The couple views this endeavour as a way to expose rangatahi to positive life alternatives, empowering them to forge brighter futures for themselves. Through these efforts, Plumb South Ltd strives to contribute to the wellbeing and prosperity of their community.



Reach

Plumb South currently has one rangatahi participating in the gateway programme through Aurora College in Invercargill. Sam and Sharne took the initiative to approach the college and proposed the idea of providing students with the opportunity to learn skills within the plumbing industry.

The college agreed, and as a result, one student is sent to Plumb South every Friday to spend the day with Sam, gaining hands-on experience and knowledge in the plumbing field and potentially moving onto a plumbing apprenticeship.

They have generously sponsored several sports teams and initiatives in their community, including:

- Southland Girls High School Year 9 netball team: Provided 12 backpacks for all players.
- Cowboys Rugby League team: Provided 20 rugby jerseys for the players.
- Social netball team: Covered the costs of two rounds of netball for 10 players.
- Supported one rangatahi in the National Softball Tournament.
- Covered team fees for a youth basketball team.

Through these sponsorships, Plumb South demonstrates a strong commitment to supporting youth sports, community engagement, and providing opportunities for young athletes to participate and excel.

Impact

The impact of the Gateway programme on the attendance of rangatahi has been significant as observed by Sam and Sharne. For rangatahi who had expressed a desire to pursue an apprenticeship, the programme has provided hope and a new outlook on future prospects. Supporting this young person has been impactful for them, showcasing opportunities and instilling a sense of optimism for their future.

Sponsoring sports teams has also made a notable impact. By alleviating the financial burden of sports fees, the sponsorship has supported not only the players but their whānau as well. For example, providing school bags for a local high school netball team further lessens costs for whānau. The longevity of the bags use by students reflects their practicality and value.



Pou

Sam and Sharne are passionate about empowering others in their community to become leaders in their own right. With the support of funding from Te Pūtahitanga o Te Waipounamu, they have taken the lead in establishing a respected business within their community, demonstrating to others that similar success is achievable. Their sponsorship of rangatahi sports not only promotes physical activity and health but also guides young people towards positive decision-making and future opportunities.

Sam and Sharne view the funding as a catalyst for wealth creation, but they're committed to reinvesting back into their community. They aim to serve as role models, demonstrating that success is possible for others as well. They both recognise that their lives could have taken a different path if not for the choices they made, driving their determination to support and uplift others in their community.



Sam Smith

027 275 5924 | sam@plumbsouth.co.nz | plumbsouth.co.nz

 Plumb South

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Research

Potene Designs

Description

Potene Designs, created by Mark and Shira Stewart, is a small mahi toi business situated in Ōtautahi, specialising in Māori art prints, wood and pounamu carving. After Mark sustained a workplace injury resulting in an extended leave of absence, he began creating, and found he had a real passion for arts. With some encouragement from Shira, he started creating mahi toi for their home, and was soon completing pieces for whānau and friends. Support from Te Pūtahitanga o Te Waipounamu enabled Mark to invest in equipment and resources to expand his current mahi toi range. Mark was able to create a specialised workshop to house his new tools and carving equipment. Potene Design have been able to increase the variety and number of individually designed and handcrafted pieces, with whānau contributing to the design and whakapapa of commissioned pieces.

Reach

Through connecting with other artists and creators, Potene Designs have frequented local markets where they advertise and sell art pieces and taonga.

Some of Mark's favourite memories throughout this new journey are the special custom pieces that stand out. There is nothing quite like the feeling of gifting to his whānau and friends, or designing and working on pieces which he knows are extremely precious to whānau.

"And the handover is where it gets me. This makes me feel like the feeling of, when you're having a kid. You can't explain it properly unless you've done it. When I see someone in tears over something I've made them there's just no price tag on that. It's those things, or a whole family huddled in, wanting me in their photo with their new art, you just can't explain it."

Mark has been commissioned in the past to create taonga which signify important life milestones, such as 21st keys and memorial pieces.



Impact

Over the past year, there have been significant moments that impacted many through his mahi, but for Mark, the most profound change has been personal. By discovering and aligning with his passion for creating, he found an outlet to express himself. Starting his own business has granted him the freedom to spend quality time with his two sons, allowing him to work around their lives, which he truly cherishes.

The whakapapa aspect of carving inspired Mark to reconnect with his whakapapa. Over the past year, he embarked on a journey to learn about his roots, discovering that he comes from a long line of mahi toi artists.

He now feels more connected to himself and his whānau, and proud that he can pass this knowledge on to his tamariki. Creating Potene Designs has transformed Mark and Shira's lives, allowing Mark to work flexible hours around his tamariki. He enjoys the freedom and time that come with being self-employed, enabling him to actively participate in his wider community. All of this resulted from taking the leap to start Potene Designs.

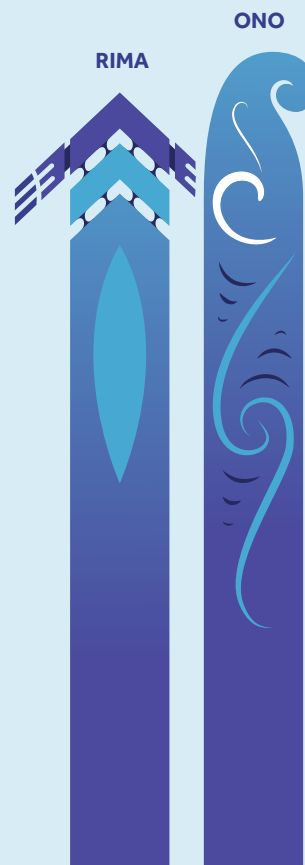
"Now, knowing where I'm from, I don't feel lost anymore. I just feel content in myself. Because I never knew how to settle somewhere before, and now I'm content."



Pou

The support from Te Pūtahitanga o Te Waipounamu covered the start-up costs of Potene Designs, which has set them on the path to having a sustainable and life-long business. The income from Potene Designs has allowed Mark to spend more time with his tamariki, and both Mark and Shira have careers they are passionate about.

Potene Designs is a small business which has been built from passions and encompasses gift giving. Mark loves that a big part of his job is showing love through art, and designing pieces of work for whānau which hold significant meaning. The process of building relationships, creating, and then gifting whānau art sustains and nurtures those relationships.



Potene Designs

potene.designs@gmail.com | potenedesigns.co.nz

 [potene.designs](https://www.instagram.com/potene.designs)

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Research

Primal Fit Limited

Description

Primal Fit Limited, established by Jason Hulena, is a whānau-focused 24-hour gym created to be an inclusive strength and fitness space in Whakatū. Based in Richmond, Primal Fit offers one-on-one personal training, nutrition support, and a range of group fitness classes to cater for different needs in the community. Many of Jason's personal training sessions cater to individuals with high needs, including those with Parkinson's, dementia, disabilities, and at-risk youth. These sessions aim to boost their confidence, physical wellbeing, and overall quality of life through physical fitness.

With the support of Te Pūtahitanga o Te Waipounamu, Primal Fit Limited has been able to re-establish their kaupapa in a new facility, becoming more accessible for whānau and able to offer a greater range of services to the community. As well as a gym, the new facility also has offices upstairs which are being rented out to a counsellor, a massage therapist, a chiropractor, and another personal trainer. The collaboration of these health professionals is creating a health hub for a range of support avenues for whānau, promoting holistic health while also ensuring a sustainable business for Jason.

The new facility allows Jason to plan for the future of his business and expand his programmes. Previously, most of his work with youth was voluntary, but with funding from Te Pūtahitanga o Te Waipounamu, Jason can now realise one of his long-term aspirations. This includes designing a programme called Tama to Tāne, aimed at boys around 11 years old. The programme focuses on nurturing them into strong, respectful, and confident young men while training other coaches to effectively work with rangatahi tāne and guide them through their teenage years.

Reach

Over the years, Primal Fit has welcomed over

2,000

individuals, each with unique reasons for seeking out Jason's expertise.

Currently, the gym boasts a membership of 80 dedicated individuals.

In addition to his work at the gym, Jason coaches up to 80 more people through weekly waka ama training sessions. As the head coach for waka ama in Tasman, he has been coaching and competing with various age groups for several years. His commitment to fostering physical fitness and personal growth extends beyond the gym, positively impacting the lives of many in his community.



Impact

Jason's mahi through Primal Fit has had a significant impact on his community, offering benefits that go beyond physical fitness and exercise. At his gym, Jason provides support to individuals facing health challenges or disabilities, such as Parkinson's disease, helping them maintain strength and mobility. He also offers nutrition support, empowering his members to take control of their diets and understand how food fuels the body for training. By creating a supportive environment where everyone feels valued, Jason works to instil confidence and self-worth in his clients, regardless of their background or circumstances.

In his fitness programmes with rangatahi tāne, Jason has witnessed powerful transformations in how they manage their emotions, show respect to their elders, and engage with their whānau in more meaningful ways. The positivity and respect Jason models during training sessions encourage self-respect, emotional

regulation, and positive behaviour rather than promoting a "tough guy" persona. The outcomes of this approach are evident in the noticeable behaviour changes in the rangatahi, even after just one session. Rangatahi become more vulnerable and emotionally expressive and show a keen interest in returning for more sessions.

A huge part of his impact is in encouraging his clients and his own children to embrace their whakapapa. Having grown up facing racism himself, he is determined, unlike when he was a child, that his tamariki are going to know and be proud of their whakapapa Māori.

"My favourite thing to say to people is, 'Everyone's got something to say. You just got to say it in a way that other people want to listen.' Although they can hear it, it's not the same for everybody."

Pou

Through physical training, whānau build confidence and skills that are transferable into other aspects of life. Particularly for the young men that Jason works with, the development that occurs in the gym is positively impacting their ability to be independent and make their own life choices outside of the gym. Receiving the funding was a confidence booster for Jason, acknowledging him as a leader in the community and facilitating his ongoing personal and professional development.

Physical exercise serves as a catalyst for overall wellbeing, enhancing fitness, strength, and mental health benefits. Primal Fit is a gym that also caters for a wide range of physical abilities, adapting for each member that walks through the door.

Group fitness sessions allow whānau to connect and form relationships with other like-minded people in the community. Jason has watched the Primal Fit community have become a whānau, with some of the members meeting up outside of class times, united by a common goal of personal growth and wellbeing.


"A massive part of my development was first of all applying for the funding, but second of all getting it. It was like I was just blown away."



Jason Hulena

027 462 6504 | jason.hulena@gmail.com | primalfit.co.nz

 Primal Fit Ltd

 Primal Fit Ltd

ihi
Research

Puāwai

Hiwa Navigation Limited

Description

Hiwa Navigation Limited is a registered charity which provides sexual abuse counselling across Aotearoa. By refining the connectivity and integration of their services to ensure a faster and effective portal into support for whānau, Hiwa Navigation improves access to sexual abuse services for Māori, Pacific, and other diverse communities. They are also growing the number and capacity of community providers to confidently deliver sexual abuse services to Hiwa Navigation's community of clients. Te Pūtahitanga o Te Waipounamu has supported Hiwa Navigation to achieve their aspirations by funding their initiative Puāwai. Puāwai is a series of cultural wānanga and bi-monthly group supervision sessions for all counsellors in the Hiwa Navigation whānau. These wānanga serve as a design centre to standardise a kaupapa Māori framework with a focus on intergenerational trauma. These wānanga and frameworks allow Hiwa Navigation to develop unique focus areas with a mātauranga Māori approach to counselling. The wānanga also set the foundation to establish a national body of Māori practitioners specialising in unique intergenerational aspects of trauma and the impact on whaiora and their whānau.

Hiwa Navigation focuses on providing counselling services primarily to Māori and Pacifica communities, funded by ACC. They collaborate with and support Māori providers, increase Māori access to ACC services, and integrate innovative therapies into their practice. The funding from Te Pūtahitanga o Te Waipounamu has allowed them to offer professional development, online peer supervision, and cultural competency training to their counsellors. They aim to create a supportive community for their counsellors, recognising their unique challenges and providing resources to enhance their skills. Kaupapa Māori is integral to their work, guiding their approach to healing and ensuring cultural relevance and respect for Māori traditions and values.

Reach

Hiwa Navigation supports approximately

65

providers, 40 of whom are regularly working and the rest part-time.

Forty-three percent are Māori or Pacifica providers and their client base is around 33% Māori and Pacifica. This is a significant proportion given the nature of the work.

They have provided online peer supervision for Māori and Pacific counsellors. This enables them to create a safe space, important because they are predominantly working with Māori and Pacific clients who are a higher tariff, high need, and often harder work. This gives the counsellors a space where they can be in a safe environment with other providers experiencing similar issues and they can openly discuss their mahi.

As these counsellors are quite often self-employed and working by themselves, Hiwa Navigation recognise that this support and supervision is vital. In December they brought together 45 providers from Te Waipounamu across two wānanga. As the funding did not stretch to bringing providers from the North Island, Hiwa Navigation visited these providers over December and January.



Impact

Hiwa Navigation has two primary foci. Firstly, they aim to increase access to ACC funded support for Māori whānau in Otago and Southland. They note that previously low numbers of Māori whānau knew about the support that was available and had difficulty navigating the system, so were not accessing their entitlements. Once engaged, Hiwa Navigation support whānau to create a holistic plan that will best support them to live fully realised lives.

Secondly, they focus on supporting providers so that the experience of whānau interacting with these vital services are improved. The support they provide represents a shift in thinking and expectation from previous methods of cultural training and support which were often at a surface level and primarily designed for non-Māori practitioners delivering Western approaches to healing. Hiwa Navigation encourages Māori and Pacifica counsellors to utilise their innate indigeneity and integrate it into their work. This increases their effectiveness with Māori and Pacifica clients. They also promote the use of alternative therapies such as rongoā Māori and group-based work e.g. psychodrama, equine therapy.



Pou

Hiwa Navigation support whānau to be self-managing by enabling them to access ACC support through Māori providers, and promoting education and awareness about the resources available through ACC.

They empower counsellors by enabling innovative, holistic approaches that incorporate cultural practices and therapies, thereby making these services more accessible and relevant to whānau.

The counsellors getting together to discuss their practice and provide support to one another is crucial as it creates a safe space for sharing experiences, fostering a sense of community, and addressing common challenges. This collaborative environment not only enhances their professional development but also improves the quality of care they provide to whānau.



Rachel Miller

027 408 2634 | admin@hiwa-nav.com | 8 Huia Street, Dunedin
hiwanavigation.com

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Rangatahi Events

Insert Coin To Play Charitable Trust

Description

The Insert Coin To Play Charitable Trust provides access to modern technology and digital solutions for rangatahi to help them combat social isolation and youth suicide rates. The trust is deeply rooted in the personal experiences of James Wards, the Trust Chair of Insert Coin To Play Charitable Trust. James was deeply impacted by the tragic loss of two friends, brothers who took their own lives. This experience ignited a passion within James to create a space for young men to come together and connect in pro-social environments.

This venture began with James opening his small farmhouse to those who wanted to spend time gaming. He recognised the opportunity to provide a safe and inclusive environment for community members to engage in activities that fostered social interaction without the use of alcohol or drugs. As the initiative gained popularity, James observed the persistent presence of young rangatahi who were eager to participate. Recognising the need for a dedicated space for young people in the community, James realised the importance of providing opportunities for them to come together to connect and access modern technology.

This personal journey led to the establishment of Insert Coin To Play Charitable Trust, supported by Your Corps®, to host free gaming events and provide access to digital solutions for young people throughout Te Waipounamu. Through this partnership, Your Corps® demonstrates its commitment to empowering young people and creating safe spaces for them to thrive.

Hosting these events allowed James and his team to provide valuable education around tech skills to young participants. They emphasised the importance of recycling old computers as a sustainable practice and provided opportunities for hands-on learning in this area. Additionally, the events served as platforms for developing friendships through team-building gaming activities. By combining gaming with education and social interaction, James and his team created holistic experiences that not only entertained but also inspired rangatahi with valuable skills and connections.

Reach

Insert Coin To Play Charitable Trust took proactive steps to address youth suicide rates and enhance hauora outcomes for young people in Bluff by organising a series of 12 rangatahi events throughout 2023.

Each session accommodated 40 young people, split into two age groups: 8-11 years and 12-15 years. This thoughtful division ensured that the games and activities were tailored to the specific needs and interests of each age group, fostering a safe and engaging environment for all participants. By providing opportunities for rangatahi to connect with peers within their age groups, Insert Coin to Play Charitable Trust promoted social interaction and community building while addressing important mental health and wellbeing concerns.

Insert Coin To Play Charitable Trust expanded its reach by organising nine different events across the South Island within a two-week period in October 2023. These events took place in Bluff, Milton, Christchurch, Kaikōura, Blenheim, Nelson, the West Coast, Invercargill, and Hokitika. Each event catered to 40 rangatahi, providing them with the opportunity to engage in gaming and technology activities.

The decision to hold events in multiple locations across the South Island was made to ensure that rangatahi from various regions could access and benefit from these activities. By traveling to different towns and cities, Insert Coin To Play Charitable Trust aimed to reach a broader audience and provide young people from all over the South Island with the chance to participate in these engaging and enriching experiences.



Impact

The impact of these events on rangatahi and their whanau has been profound. James receives multiple emails from parents expressing gratitude for the mentoring and support provided to their children. Some parents initially used the events as a behavioural tool, threatening to withhold participation if their children didn't comply with requests. However, they now recognise the significance of their child's participation, particularly in developing an understanding of technology.

James has received heartfelt emails discussing various challenges faced by rangatahi and their families, including loss, grief, youth crime, disengagement from school, and disabilities. Many parents have found that no other service has been able to provide the appropriate support, but James and his team have built meaningful and authentic relationships with rangatahi. Providing a safe space where young people feel valued and part of something important has been instrumental in changing their lives for the better. Through these events, Insert Coin To Play Charitable Trust has not only provided opportunities for rangatahi to engage with technology but has also offered vital support and mentorship that extends beyond gaming and into personal development and wellbeing.

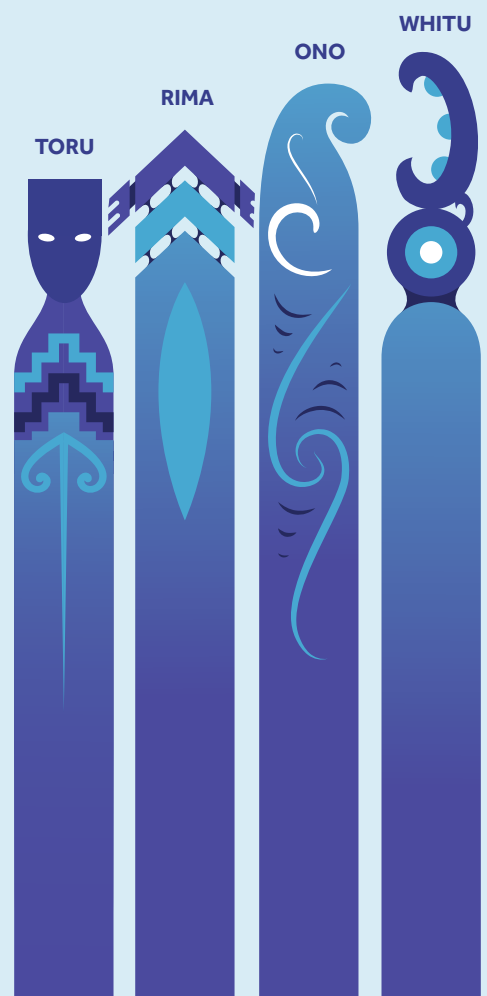


Pou

The funding provided by Te Putahitanga has allowed Insert Coin to continue supporting rangatahi who may have otherwise felt isolated, allowing them to come together and feel part of something meaningful.

This integration fosters their active participation in society. By training rangatahi in computer building skills, Insert Coin enables them to pursue their passion while also generating income. This realisation not only opens up career opportunities in the tech industry but also instils the understanding that pursuing one's interests can lead to wealth creation. By creating a safe and secure space for rangatahi, Insert Coin not only supports their individual growth but also encourages them to create similar spaces for others, fostering resilience and cohesiveness within the community.

Insert Coin also places great emphasis on addressing e-waste issues. Acknowledging the environmental impact of electronic waste, James and the team are passionate about minimising this footprint. They have repurposed old computer parts to create their own supercomputer, effectively reducing waste while showcasing innovative solutions. This initiative reflects Insert Coin's commitment to environmental sustainability and their ambition to expand such practices globally. Through these efforts, Insert Coin not only empowers rangatahi but also champions environmental stewardship, demonstrating their dedication to creating a better future for both people and the planet.



James Earl Aitken Wards

027 333 9452 | insertcoin@insertcoin.co.nz | insertcoin.co.nz

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Reka Kawhe Limited

Description

Reka Kawhe Limited is an upcoming and innovative Māori kawhe and kai trailer established by Allannah Blacktopp in Hokitika. Allannah aims to create a hospitality establishment immersed in te ao Māori that serves delicious kai and kawhe for locals and tourists visiting the area. With support from Te Pūtahitanga o Te Waipounamu, Reka Kawhe aims to become the first and only Māori hospitality establishment in Hokitika, filling a significant gap in the local industry.

Reka Kawhe aims to meet these gaps by attending and working at events as well as holding a regular spot in a high traffic area of the Hokitika town centre. Reka Kawhe has a menu in both te reo Māori and English as an opportunity to promote and share the Māori language and culture with customers. Allannah hopes to have the business up and running by Spring/Summer 2024, working in the background to plan and establish their pakihi Māori.

Throughout the establishment phase, Allannah notes feeling stressed at times, however shares that their confidence often outweighs these fears or reservations.

"I think that's probably the biggest influence is our belief and just being able to work together as a team to make this happen. We didn't realise that we could do this and we're doing it."

Reach

Allannah has the dedicated support of their immediate and wider whānau as the team moves closer to opening Reka Kawhe by the end of 2024.

This includes Allannah's wife, both sets of parents, and their siblings. Once operational, Reka Kawhe aims to reach both local customers and tourists visiting or travelling through Hokitika. Their confidence is further supported by locals in their community who are looking forward to the opening of this pakihi Māori.

"People are pumped for us. We're always getting comments like, 'We're so excited for you.' We're like, 'Cool, we're doing this because we want to do it, but people actually believe in us!'"

Allannah foresees the possible reach of sharing and normalising te reo Māori through this business for the local Hokitika community and visitors passing through, creating an opportunity to encourage the use of Māori language.

Impact

Growing and developing the business has reinforced the confidence of Allannah's whānau, with future plans to expand and create opportunities of employment for others in the future. This includes employing staff in the future to make the drinks and kai while Allannah works behind the scenes conducting training and other background administration tasks. Allannah also has aspirations of establishing a permanent shop and continuing to grow and expand the business over time. Additionally, Allannah has aspirations of incentivising customers to collect or pick up rubbish in return for a free hot drink in the future in alignment with the business's values.

The direct impact of Wave investment for Allannah's whānau has been significant, noting again their increased confidence as a result of their application approval. Acquiring financial support to start this business was a significant barrier, and Wave investment has made Allannah's aspirations a possibility.

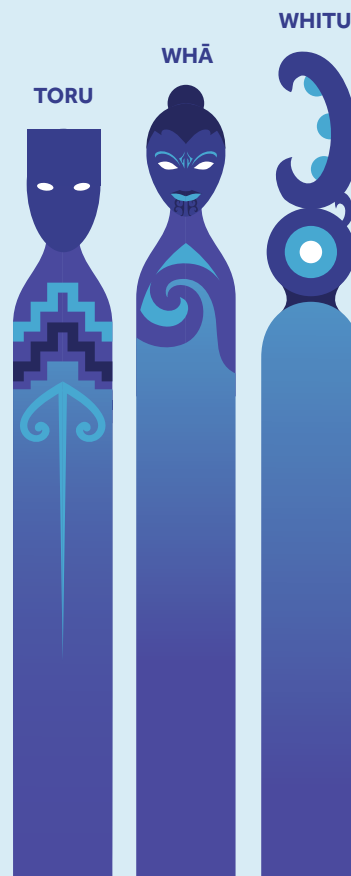
"It just made us like, 'Cool. We can do this.' It's definitely brought us closer in a sense because obviously we had never worked on something like this before. It's positive impact on my whānau."

Pou

The running of this business and the potential future employment opportunities positively contributes to the growth of the local economy and community. Collaboration with local vendors and other businesses also strengthens community relationships and connectedness.

Allannah is keen for the business to 'show their face and use their voice' by infusing as much Māori culture and language as they can into the business. This includes using te reo Māori in advertising and on their menus, using and encouraging other Māori suppliers to collaborate, and infusing mahinga kai into their menu development where they can.

Allannah is also dedicated to operating the business as a good kaitiaki of the taiao, reducing waste efficiently, utilising biodegradable and compostable materials where possible and incentivising recycling through discounts or free products. Reducing harm to te taiao aligns directly to the values of this business, and Allannah is passionate about utilising an enviro-friendly approach.



Roy Curtis

Description

Roy Curtis, with support from Te Pūtahitanga o Te Waipounamu, aims to manufacture high-quality woodcarving tools for toi Māori carvers around Aotearoa. After identifying a demand for quality carving tools, Roy has been developing the idea for this initiative for the past four years. Using his blacksmith expertise, carpentry skills, and strong connections within the local carving community in Te Taihū, his objective is to supply local carvers and schools with these tools, enabling students to enhance their skills and progress in carving.

Current tools from overseas suppliers are often expensive or unsuitable for Māori carving styles. Roy plans to address this need by creating affordable tools that meet the specific requirements of local carvers. He has invested in essential equipment, including a gas forge and an anvil, and is setting up a full workshop to produce a range of tools, such as adzes and chisels. The funding from Te Pūtahitanga o Te Waipounamu will allow Roy to continue collaborating with local carvers to understand their specific tool requirements. The funding also supported the purchasing of necessary machinery such as a hydraulic press, to ensure the tool-making process is more efficient.

The ultimate goal of this initiative is to expand into a full-time business, providing starter tool sets to local kura and inspiring tamariki and rangatahi to pursue carving. The funding alleviates financial pressure, enabling Roy to focus on research and development, and to build a stockpile of tools for future demand. His teenage son is also getting involved, helping with tool-making and showing interest in carving. This highlights the potential for this initiative to foster talent and passion within the community, especially for rangatahi and the next generation of carvers, *"I'd like to be able to sponsor a couple of students. Look for the most promising students, and their reward for putting the time and the effort in at school, is to be gifted a kit."*

Reach

Roy Curtis' initiative to manufacture high-quality tools is set to have a significant reach.

This kaupapa will directly impact the local carving community in Whakatū while also benefitting independent carvers and kura that offer carving programmes across Aotearoa. Roy already has key contacts with some of the top carvers in the country and will continue to expand these connections through his mahi.

Impact

The impact of this mahi on the revitalisation of carving and toi Māori is significant. This includes increasing access to carving and supporting the expansion and growth of toi Māori for all ages and abilities. Roy sees carving as valuable for rangatahi, benefiting their mental health and providing future employment opportunities. He discussed his aim *“to give the kids the tools they need to learn and carry it on. Whether it be a hobby, which helps them with their mental health, or whether it's something they want to go into as a business.”* By equipping local carvers and schools Roy's work with high-quality tools, Roy hopes to inspire and support the next generation of carvers.

For more experienced carvers, this mahi will provide practical and financial benefits. Roy believes that having the right tools will significantly impact carvers by making their work processes quicker and easier. Carving in itself provides benefits such as improved mental wellbeing and a place where carvers can have an outlet, being able to disconnect from daily stresses and concentrate on their craft.

Pou

Increasing access to affordable and high quality carving tools enables whānau of all ages and abilities to forge a closer connection with toi Māori and confidently engage with te ao Māori. By manufacturing specific starter sets for local kura, Roy is providing tamariki and rangatahi the opportunity to develop a passion for carving. Through his collaboration with experts to learn traditional carving techniques and tools, or other mātauranga like straightening and smoke-hardening timber, Roy is also contributing to the revitalisation of mātauranga Māori.

Roy aims to transform his passion for woodcarving into a sustainable business, providing financial stability for his whānau while supporting carvers throughout Aotearoa. By manufacturing affordable, high-quality tools, he addresses a critical need, enabling carvers to work more efficiently and take on more commissioned jobs. This initiative not only offers rangatahi and adults the opportunity to learn valuable skills for potential self-employment, but also creates local job opportunities by engaging nearby manufacturers and engineers to build machines and tools for Roy's workshop.

“If the kids are ever unemployed or they're going through a situation where they need extra money, they can do a bit of carving and earn a little bit of extra money. It gives them another skill to be able to provide for their families when they're older.”

With a strong kaitiakitanga focus, Roy promotes sustainable practices and uses recycled materials, reducing the need for imported tools. He collects scrap steel from local garages who happily donate to the kaupapa, and use mānuka and kānuka from the forest for handles. He describes the process as *“going in and just taking what I need, not being greedy. As for the timber, it's just everywhere.”*



Ruruku Limited

Description

Ruruku Limited is a pakihi Māori based in Ōtautahi which specialises in providing printing services and creative business support to whānau and kaupapa across Te Waipounamu. They offer a range of services including project management, marketing, graphic design, branding, print production, and software design, with a deliberate focus on supporting whānau and pakihi Māori. Since receiving Wave 17 investment in 2023, business owner Riana Tamati notes a greater connection to her whakapapa and roots in Hokitika after supporting several kaupapa wānanga taking place in Te Tai o Poutini. This connection to her whakapapa and rohe has changed the way she works and runs her pakihi, shifting away from a corporate lens towards a whānau or community focus. This shift has included offering whānau Māori and community kaupapa services at reduced rates including the provision of advice and guidance about creating sustainable products and resources through a te ao Māori lens.

While Ruruku Limited is based in Ōtautahi, a critical enabler of Ruruku Limited is building and nurturing relationships and connections with likeminded whānau, small businesses, and communities on the West Coast. Riana's support for small businesses and kaupapa in Te Tai o Poutini is important as there are currently no organisations offering the same service, in a rohe which continues to struggle with the aftermath of natural disasters. Having the time and space to build these relationships and reconnect to her own whakapapa, whenua, and te reo Māori was made possible through Wave 17 investment.

Reach

Riana had planned to attend and support a te reo Māori revitalisation wānanga on the West Coast but was unable to travel due to the approaching due date of her pēpi.

Instead, Riana printed the resources for the wānanga which provided whānau with free te reo Māori resources and information to take home and share with their whānau. Riana notes that approximately 50 whānau attended this wānanga on the West Coast, but many more were positively impacted as their whānau learned from the wānanga and brought home the printed resources, including a take-home pukapuka.

"The pukapuka we produced had everything from waiata, mōteatea to karakia, as well as a section for whānau to create their own plan."

Ruruku Limited was able to attend a wānanga in Tāmaki Makaurau to collaborate with autism/takiwātanga kaupapa Kanorau and Altogether Autism to both create and print resources for whānau. There were approximately 30 whānau in attendance from across Aotearoa. Without Wave 17 investment, Riana notes she would not be able to collaborate on projects she is passionate about such as this, and that having the ability to shift away from a corporate lens towards a community and whānau lens has been instrumental in re-shaping her pakihi.

Additionally, Riana has worked with several whānau since receiving Wave 17 investment, including toi Māori artists who she has supported in terms of printing, sustainability and the protection of their intellectual property – a safeguard which many whānau had not considered.



Impact

"I take the stress out of producing product. The impact for me is seeing and hearing 'oh ka pai, I knew you would be able to sort it.'"

Riana is very passionate about easing the stress and burden of product creation and production by supporting whānau with product design and proofing, project management, and the creation and printing of the final product. Many whānau approach Ruruku Limited with an idea but no plan, and Riana is able to support them from planning to print. Alongside easing the stress for whānau, Riana is also passionate about helping whānau who have an amazing idea or kaupapa but who are unsure about how to bring it to life. One example includes supporting a hapū with the design and collation of a pukapuka which was made from content and information from a hapū who were unsure how to put it all together.

The impact of this community focussed mahi has led to both referrals and repeat customers where clients have recommended the services of Ruruku Limited through their various networks. Having the ability to utilise Wave 17 investment to offer work at an initial reduced rate has allowed Riana to connect with whānau and projects without the barrier of cost.

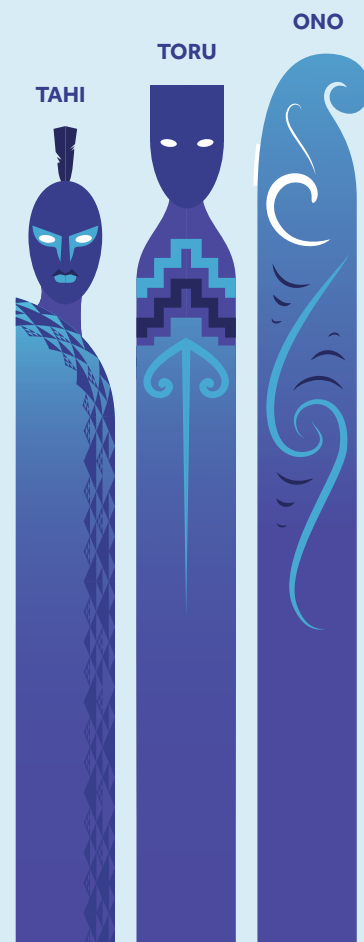


Pou

Through the work she has done working alongside Kāi Tahu artists in particular, Riana is currently supporting the creation of a Kāi Tahu artists directory or database on the West Coast to support the use of their work in various projects. As a product designer, Riana recognises the demand for toi Māori artists and artwork in Te Waipounamu and is passionate about platforming Kāi Tahu artists from Te Tai o Poutini.

The creation and distribution of te reo Māori resources and pukapuka at the kura reo wānanga is noted by Riana as a significant enabler of whānau participating in society. She notes that many of the whānau who attended this wānanga had not even been on a marae before, and the creation of resources and merchandise was supportive of their reo Māori haerenga beyond the initial wānanga.

Riana notes that the mahi she does through Ruruku Limited has supported whānau to believe in themselves and their kaupapa and to gain confidence in what they do. Riana also shares with clients and whānau that utilising her services and supports is not just an investment into their pakihī or kaupapa, but is also an investment into themselves, contributing towards increased confidence and belief in themselves, and their own mahi.



Te Ahi Kōrero

Loud Noise Media Limited

Description

Established in 2015 by Keelan Walker, Loud Noise Media provides digital services such as website and app development, social media design, implementation, and graphic design services. Since inception, Loud Noise Media has grown substantially and has become an award-winning film, videography and photography agency.

Te Ahi Kōrero is a new initiative established by Loud Noise Media. The purpose of this initiative is to seek out and collaborate with Māori film makers, videographers, and digital storytellers to create an online library of video and film content unique to the whānau and iwi within Te Tau Ihu. The online platform will be an ever-growing library of stories, documentaries and films about iwi and whānau of the region, telling both modern and traditional pūrākau.

Reach

Keelan's aim is to develop a community of filmmakers in Wairau, with a particular focus on telling stories of Māori.

Entering the industry is difficult living in a smaller community, Keelan is providing opportunities and activities so whānau can develop filmmaking skills with a particular focus on te ao Māori narratives and local Māori talent.

During the funding period Loud Noise Media have produced two films. One was a semi-autobiographical film *Today it is Sunny*. The script was written by well-known wahine Māori film writer, Annette Morehu. The film tells the story of Tihei Harawira, a Northland born rapper and his struggle with autism while growing up. The second film was a story about Keelan's grandfather. The films were produced with over 30 local actors and crew members, most of which were iwi Māori, and had no previous experience. Blaise Bradley, cousin of Keelan, made her directing debut on *Today is Sunny*.

A Digital Māori Storytellers wānanga for whānau and rangatahi within the region was held at Omaka Marae. There were over 100 expressions of interest however due to the intensive nature of the wānanga numbers were restricted to around 20. The wānanga began with kaumātua and Māori historian Dr Peter Meihana sharing pūrākau from the whareniui. These stories were the inspiration for the weekend. Within the wānanga they held workshops focused on teaching filmmaking skills and storytelling, and visited archaeological sites of significance. Whānau were split into two groups and chose a story to theme the weekend around, they chose the story of Te Hau and Kupe and the battle that took place in Wairau between them. Similar to a 48-hour film festival, each group wrote their scripts and plans and then set upon bringing their story to life. One group produced a documentary style film about their tupuna Te Hau, and the other was a short film about the arrival of their tupuna Kupe.



Impact

Loud Noise Media demonstrate a multifaceted approach to cultural revitalisation, community engagement, and talent development, with a focus on leveraging digital platforms for broader accessibility and impact.

Keelan facilitated wider community involvement by enlisting local whānau in the production of his two films. Additionally, the wānanga welcomed whānau from all iwi, and was not limited to those who whakapapa to the area. These whānau expressed gratitude for the inclusive environment and the chance to delve into the rich narratives of the region.

Through these activities, Keelan nurtured local talent in filmmaking and storytelling, aiming to develop a sustainable film community in Wairau. His efforts have been recognised with successful film festival entries and nominations, indicating growing expertise and recognition within the industry. Keelan identified and mentored young talent, including providing employment opportunities for two rangatahi who have just finished school.

With a focus on documenting and preserving local pūrākau through film, Keelan not only develops filmmaking and storytelling skills but also serves to preserve these important narratives so they can be captured and shared with future generations.

Keelan's digital platform aims to make Māori stories easily accessible, addressing a demand in schools and the community. The platform's ease of access and comprehensive content library have the potential to significantly impact the preservation and dissemination of pūrākau and mātauranga Māori.



Pou

Keelan supports whānau to connect and participate in te ao Māori by using modern storytelling techniques to preserve pūrākau and mātauranga Māori. Holding the wānanga at Omaka Marae, whānau heard pūrākau directly from kaumātua and Dr Peter Meihana, and were able to retell them using modern digital formats. This evolution in storytelling, adapting to contemporary methods while honouring tradition, represents a significant aspect of cultural revitalisation.

Understanding pūrākau and their connection to whakapapa and how it is embedded in the landscape is important. Recognising this connection, whānau begin to value and can act as responsible kaitiaki. Retelling these stories ensures future generations understand the whakapapa behind the names of the sites and the stories.



Te Puka

Keri Mihi Consulting

Description

Keri Milne-Ihimaera, trading as Keri Mihi Consulting, offers a unique perspective to organisational strategy, people, and leadership, particularly for organisations with a Māori workforce. With a focus on mātauranga Māori, tikanga, and manaakitanga, Keri brings a wāhine Māori lens to her consultancy services. Supported by Te Pūtahitanga o Te Waipounamu, Keri aims to establish Te Puka, a targeted support network catering to wāhine Māori in business within the Murihiku takiwā.

Te Puka will provide wānanga sessions where wāhine Māori can strengthen their understanding of te ao Māori and link this knowledge to their business and enterprise endeavours. Keri's background in education, along with her extensive experience in corporate roles, positions her well to lead this initiative. As a mother of four and grandmother to seven grandchildren, Keri and her husband made the decision to relocate from Auckland to Bluff four years ago. This move was motivated by a desire to reconnect with their whakapapa, ensuring that future generations remain connected to te ao Māori.

Despite having some initial connections in Bluff, Keri identified a need for stronger connections with wāhine Māori in the area. She observed a lack of safe spaces for wāhine Māori to collaborate, connect, and support each other. This realisation inspired her vision to develop a curriculum tailored to the needs of wāhine Māori, fostering collaboration, empowerment, and mutual support among participants.

Reach

Keri initiated an expression of interest within her community, drawing a strong response from numerous women who wished to join a group. Due to space constraints, she decided to focus exclusively on wāhine Māori from the local Bluff area, recognising the lack of specific initiatives for this demographic in the community. Twenty wāhine Māori committed to participating in eight events over a six-month period.

These events included five workshops providing opportunities for connection, guest speakers, dinner gatherings, and discussions on various topics of interest. Additionally, three full-day wānanga experiences were held at the local Te Rau Aroha Marae, facilitating deep conversations, learning about wāhine Pou, understanding ancestral history, strategic leadership, and tikanga Māori pertinent to wāhine Māori. Throughout the engagement, participants were encouraged to challenge each other's perspectives, fostering an environment of mutual learning and understanding. Keri emphasised creating a safe space for discussions that might be uncomfortable in mainstream settings. During election time, the collective ensured everyone was informed about the importance of voting and supported those who felt hesitant by collectively visiting the voting booth. Although the six-month curriculum has ended, the connections formed during this time have continued to develop, with the group continuing to meet regularly.

Impact

The impact of this programme on wāhine Māori has been significant, particularly in terms of developing confidence. Keri observed that many of the wāhine who initially attended the group possessed inherent confidence but may have been hesitant to vocalise their thoughts and feelings at the start of the programme. However, by the programme's conclusion, those who were initially more reserved had transformed into vocal champions of the kaupapa. Through the programme, participants shifted their thinking from a Western lens to a more te ao Māori perspective. Wāhine felt empowered to stand in their truth and embrace their authentic selves, facilitated by the collective support provided by their peers.

Many of the wāhine have continued to gather as a collective even after the formal programme ended, they have taken on leadership roles, allowing Keri to step back and participate as a member, which was the intended outcome of the programme. This indicates the programme's success in not only fostering individual growth but also in nurturing collective empowerment and sustainability within the wāhine Māori community.

Pou

Wāhine Māori play crucial roles as anchors in their families, communities, workplaces, and marae. The programme was developed to empower these leaders, acknowledging their invaluable contributions and affirming, *"we see you and we know what you do."* Despite societal barriers, wāhine Māori are eager to fully participate in society. The programme aims to address these barriers by providing a supportive environment where wāhine can strengthen each other, offer encouragement, and freely express their thoughts and emotions.

Participating in the programme has empowered wāhine to advocate for what they believe is right and ensure their voices are heard. The ultimate goal is to enhance Māori participation across all areas of society. Each wāhine brought a wealth of skills, talents, and knowledge to the programme, regardless of their familiarity with te ao Māori. The inclusive space allowed everyone to enter as they were and progress at their own pace, fostering a sense of belonging and inspiration among all participants.



Te Puna Reo o Te Ahi Kaikōura a ki te Rangī Kōrero Mai Charitable Trust

Description

Kōrero Mai Charitable Trust was established in 2019, with the long-term goal of supporting revitalisation of te reo Māori in Kaikōura. At the time, Kahurangi Stone and her whānau had moved to the area and found there was limited options for tamariki and whānau Māori to educate or attend kura. Being passionate about raising their babies in te ao Māori, Kahurangi decided to start an at-home puna for their whānau. Over the years this kaupapa has continued to grow, moving from home, to the marae, and finally to their own space. This puna is the first of its kind in the Kaikōura takiwā, and with the support of whānau is now running as an independent early learning centre.

In 2024, Te Puna Reo o Te Ahi Kaikōura a Tama ki te Rangī officially opened, and is a proud space for providing early childhood care that incorporates te reo Māori, local pūrākau and pakiwaitara. Having a puna as an option in Kaikōura normalises te reo and te ao Māori, and with the support of Te Pūtahitanga o Te Waipounamu, Kōrero Mai have been able to furnish, resource and now run a fully functional puna for the tamariki and mokopuna of Kaikōura.



Reach

The consenting, building and design of Te Puna Reo o Te Ahi Kaikōura a Tama ki te Rangī began in 2020, 2024 the new space opened in Hāpuku.

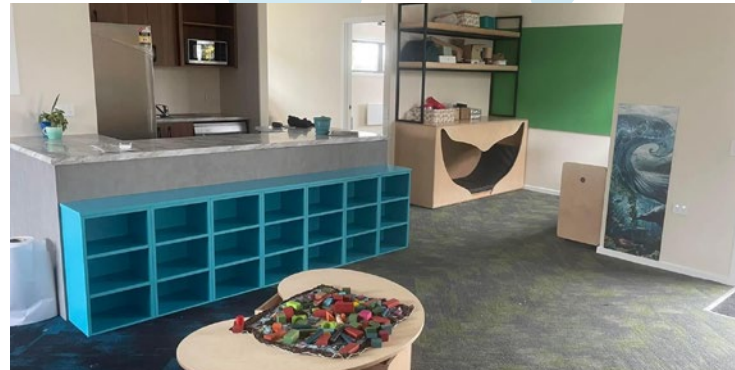
Kōrero Māi Charitable Trust sought funding to support the costs of furnishing the new puna space, aiming to purchase bigger items such as couches, cots and bookshelves. The support of Te Pūtahitanga o Te Waipounamu enabled them to invest in quality resources for their puna.

Throughout 2020-2021, Kōrero Mai established bilingual whānau groups, around 16 whānau attended with their tamariki. This provided an opportunity to engage interest and share some ideas with whānau about how to grow the use of reo within their homes. Many of these whānau have stayed engaged throughout, with their tamariki now attending the puna. At the opening of the new space, 10 tamariki were enrolled, and over time more whānau have engaged.



Impact

Prior to the puna opening, there was very limited space for pre-school aged tamariki to engage in and learn te reo Māori outside of their homes. Many whānau engaged with Kōrero Mai live with the inter-generational impacts of colonisation and do not have their reo. These whānau are now the first of their generations to re-learn their language. This is a long-term process, reconnecting to te ao Māori often leads to the unpacking of the historical trauma associated with colonisation. As whānau are learning more reo they are gaining confidence and are engaging in conversation with kaimahi at the puna.



Pou

This kaupapa encourages whānau to further their te reo Māori and contribute towards revitalising and preserving te reo. Over the funding period, whānau and kaiako have furthered their language knowledge and some have chosen to continue or begin their studies towards a tertiary qualification. Within te ao Māori, te reo Māori is interconnected with a person's identity, and consequentially with their hauora. Opening a space where whānau Māori feel accepted, feel a sense of belonging and can re-connect to te ao Māori in their own time was a priority for Kōrero Mai.

When the kura was established, many of the whānau were not actively speaking te reo Māori. Over time there has been a shift in confidence and knowledge, whānau now greet each other or look for opportunities to speak te reo Māori.



Samuel Ngaamo Limited

Description

Samuel Ngaamo Limited creates custom sculptures and headstones from natural materials, predominantly limestone or Oamaru stone. Sam Ngaamo provides a unique opportunity for customers to have their very own custom-made headstone/sculpture that is hand-sculpted under the guidance of a skilled carver. With the support from Wave 17 investment, Sam Ngaamo will be able to expand the current business while ensuring the workspace is safety compliant. This will allow Sam to increase the current products, fortify future business opportunities, and take on a new employee by the end of the agreement.

Sam has always been passionate about art and initially started creating sculptures and carving with limestone. The catalyst for Sam in building his own business came when he injured his back. He reflected and explored his options realising that if he committed fully to his sculpting, he could create a job and steady income from it. Since creating his Facebook page, the demand and interest in his creations has continued to increase. He has outgrown his 3 x 3 metre garage and now has a safe ventilated workspace capable of holding his stock of stone for orders.

Sam acknowledges the investment of Te Pūtahitanga o Te Waipounamu in supporting the growth of the business and building their confidence as entrepreneurs.

"It's like over the years we've sort of thought, 'Oh, how do we do this? How do we do this?' But having the support has just put us in a sort of path where we just are so happy, because we know that going forward we've got that support. And it's just working out good."

Reach

Sam has the core support of his immediate whānau who support him with the running of the business.

His wife and girls support the business accounts and administration, small finishings and marketing. Including his girls in the business started by Sam creating an opportunity for them to earn pocket money which they thoroughly enjoyed.

This has resulted in forming a strong whānau business where family members have their own roles. Sam is the primary person delivering on creating the majority of custom commissions, however he will enlist the support of other friends and family when needed.

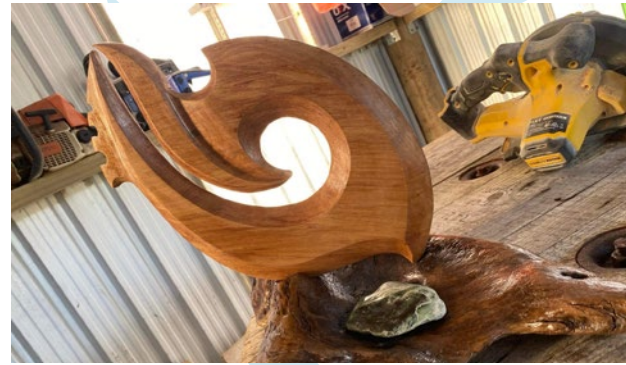


Impact

Sam's workspace and sculpting business is placed in the heart of Arahura Pā. His art pieces stand out and speak to the skill and dedication of Sam and his whānau. The business has been life changing for his whānau and Sam thinks that their confidence is a result of running this kaupapa.

Sam reflects on the spirit of support within the pā and of those in the space boosting each other up. The feedback makes the whānau feel good and reinforces what they are already delivering. Sam sees the inspiration and encouragement his journey has had on others in the pā and can see people putting pen to paper and trying to get something together. He enjoys the support and has strong collaborations with other Whānau Ora and Wave entities in the region.

The workshop has created a space for whanaungatanga and the wider whānui drop in regularly to give encouragement and seek advice and feedback on their own plans.



Pou

The ability for Sam's whānau to become self-employed and run a successful small business from their home has been incredibly empowering for not only them but also the community they live in. The journey of getting the business to a financially viable point has demanded perseverance and commitment. Sam believes that being able to stay the course despite the obstacles has been encouraging and has role modelled perseverance to others in the wider community.

Working with whānau and the community strengthens their local connections and networks. Sam and his whānau contribute towards community development and wellbeing through running fundraisers and engaging in local schools.

Sam has been able to create a safe workspace that suits the scale his business is currently at. He has been able to leave his labouring role and concentrate on the business full time. This success has created a sustainable and secure income for Sam and his whānau supporting their wealth creation and economic development.



Samuel Ngaamo

oamarusculpt@yahoo.co.nz | 027 304 0590

ihi
Research

Smart Māra Limited

Description

Created by Te Wehenga and Josephine Johnson, Smart Māra has embarked on an innovative journey to revolutionise the way whānau grow their kai. Smart Māra will eliminate the use of harmful chemicals and pesticides causing damage to Papatūānuku by reducing climate impact and providing more affordable and healthier options for whānau. Combining indoor hydroponics, areoponics and technology, Smart Māra has the vision to build large-scale farms incorporating 'Ready-to-Grow' systems as part of an 'Autonomous Smart Farm' which will be used to grow produce indoors.

With funding support from Te Pūtahitanga o Te Waipounamu, Smart Māra have been able to purchase all the equipment required for their research and development phase, enabling them to explore various hydroponic systems to optimise crop production and quality. What separates the Smart Māra approach to normal growing is that they don't use soil or pesticides. They are looking to integrate advanced technologies such as automated disease detection and nutrient delivery systems, leading to better quality, cost-effective produce while minimising labour costs.

Motivated by produce prices and seeing other local businesses impacted by natural disasters like Cyclone Gabriel, the vision of Smart Māra is to provide cheaper, more accessible vegetables for whānau and hapori. Their long-term strategy involves expanding their operations to include residential systems which whānau can operate in their own homes, community systems that are installed into shipping containers and large scale industrial farms, as well as establishing a second business alongside this one called Māra Bar, offering fresh salads, juices, and cleansing packs made from their own crops. Ultimately, Smart Māra aims to transition to commercial-scale production, providing sustainable solutions for local communities while contributing to a healthier and more resilient food system.

"We want to create systems where it's all automated. We want to bring in a system where we can detect diseases in the plants, and if they're deficient in things, have the nutrients pumped in automatically, which would decrease labour costs as well."



Reach

Once the business is operational and expands into the residential space, Te Wehenga and Josephine will be able to support the many whānau who are keen to grow produce in this way.

They are currently collaborating with another whānau engaged in a similar venture, with plans to support this whānau and exchange insights, to facilitate the growth of both businesses in this area.



Impact

Smart Māra, although in their research and development stage, have already shown the potential to provide whānau with independence over the kai they can produce. Reducing inputs such as pesticides, energy, and even time, can create a viable alternative to current concerns with reliance on supermarkets, ultimately encouraging healthy kai eating for whānau. Through their indoor vertical farm, which employs an autonomous system for sustainable and efficient farming, they can ensure whānau have access to healthy kai.

Josephine and Te Wehenga also strive to be leaders and role models for their tamariki, who have been very involved in the process of this initiative so far. They are inspired to set their tamariki up with a new way of growing produce for the future, demonstrating that it is possible to follow your dreams and start up your own business.

"If we can create a small system that people can purchase at home and they can grow their own produce at home, that would help heaps for them. Because it's just really sad at the moment. We're at a point now where it's cheaper to eat unhealthy than it is healthy. That's what hurts."

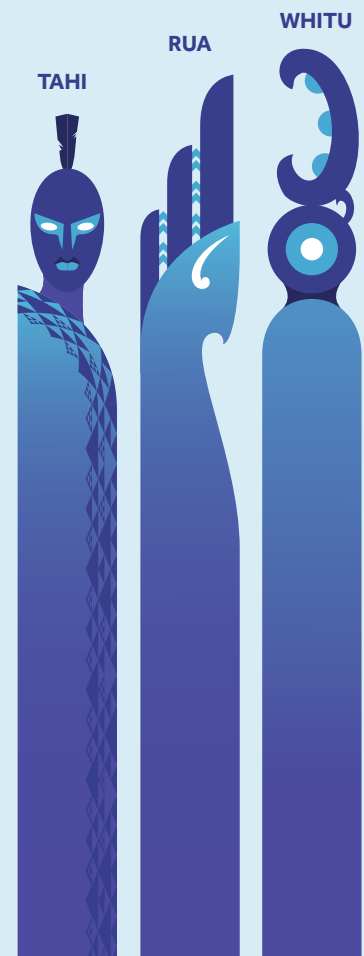


Pou

The Smart Mara team are preparing for the second phase of their kaupapa. This includes the production of small residential systems, which will allow whānau to grow their own kai at home, providing families with greater control over their finances and nutrition. Lack of access to cheap, fresh vegetables is a huge limitation for many whānau who want to achieve a healthy lifestyle. Providing an alternative way to access nutrient-dense kai is helping to break down that limitation.

Te Wehenga and Josephine have already seen the impact of climate change, there is a significant need for sustainable, more predictable ways of supplying produce. Their cutting-edge technology will be capable of cultivating fresh produce all year round, protected from harsh climate conditions, without relying on harmful pesticides or excessive water consumption, protecting the whenua while also providing for whānau.

"It's more for our tamariki, showing them new ways of growing kai. Ones that are less harmful to the environment. That's probably our biggest push and drive is a better future for our kids."



Te Wehenga Johnson

020 4140 6671 | tewehengaj@smartmaara.com

 Smart Māra  @smartmaara

ihi
Research

Takitahi Kreations

Description

Takitahi Kreations is an innovative and inclusive wānanga rāranga, teaching wāhine of all ages various rāranga techniques and methods. These wānanga, developed by Missy Broughton, provide a space for whānau to learn, share, and strengthen te reo me ōna tikanga, incorporating waiata and karakia alongside weaving. Building on the investment from Te Pūtahitanga o Te Waipounamu in 2023, Takitahi Kreations has now expanded to create targeted wānanga for individual pakeke delivered in their homes, as well as at the local kōhanga and Te Āwhina Marae in Motueka. This year the wānanga are more focussed on beginners who have no knowledge at all on how to rāranga.

Inspired by visiting the National Weavers hui last year and seeing other people who have been able to build their lives around rāranga, Missy is aspiring to do the same. The reinvestment support meant that she was able to resign from her full-time job to focus on her passion for weaving. With a business and budgeting course now under her belt, Missy is establishing her own pakihi alongside the weaving classes, selling her creations through local markets and undertaking commissioned pieces. The participants of Missy's wānanga rāranga are collaborating with other experts in toi Māori, rongoā, and mirimiri. They have established a rōpū that go to Māori events to sell their weaving and other goods and services. The most recent event was Te Hau Kōmaru, the National Waka Hourua festival in Kaiteriteri. Missy was looking forward to Te Mana Kuratahi, the secondary schools kapa haka nationals coming to Whakatū, as another opportunity to expand her rāranga pakihi. *"It has been great. It's a lot more free time to be able to do what I love to do."*

Reach

Missy has held one wānanga per month in 2024 so far, with two more being planned and delivered during the funding period.

With a high demand for classes, the numbers of those attending the classes range from

10-20

per wānanga, depending on other kaupapa in the community.



Impact

The welcoming space within Missy's wānanga rāranga provides whānau with more than just learning practical, creative skills. Many whānau from different ages and walks of life are brought together, united by a passion for toi Māori, and of learning the reo and tikanga of rāranga. Tamariki can also come along and hang out, giving busy mothers some time to relax with a kai and a hot drink in a social environment.

Missy discussed the overwhelmingly positive feedback she has received from some of her participants. For some, they have enjoyed going back to the basics and learning the traditional ways of toi Māori and mahi toi. For others, they are finding that raranga is a form of relaxation and a healing process uplifting their wairua.

"Missy's wānanga is probably one of my favourite things that I've done since I've lived here. It is whakawhanaungatanga, it's learning new skills in a real female space that you connect really easily with people while learning something new. I've learned skills with her that I use a lot now. I can make kono, that we can keep our things in. I love it so much."

"We have a couple of wāhine here, where their wairua is more relaxed than being out and about. That's the biggest thing. They come with whānau, it's somewhere to chill out, as well as be involved in something they want to do and learn."



Pou

The experience of Takitahi Kreation's has allowed Missy to resign from her full time job, and put her energy into raranga. Her passion and talents are contributing to building her own pakihi while positively impacting others in the community. The opportunity to establish her own pakihi is supporting her growing confidence, independence and the building of other skills that she can pass on to her own whānau.

Missy's raranga wānanga have become a safe, inclusive space to celebrate toi Māori, while also encouraging the use of te reo, learning tikanga, karakia, and waiata. This initiative allows whānau to confidently participate in te ao Māori regardless of their experience or background. The supportive environment enables participants to embrace and strengthen their Māoritanga.

The raranga wānanga emphasise kaitiakitanga and teaching tikanga about only taking what is needed from the environment and limiting waste.

"I'm just really happy where I am with it all. Enjoying it and being able to get out into the community... I think I've grown. Just being able to get up and express and talk to people better."



Maxine Broughton

021 0235 8357 | takitahikreations@gmail.com

ihi
Research

Te Atakura

Description

Anna Hodges is a sole trader offering traditional Māori healing including mirimiri and honohono for whānau in Otago and Gore under her business name Te Atakura. With the support of Te Pūtahitanga o Te Waipounamu, Anna has extended her existing business, adding Te Whare Nuku Wātea; a homebased healing retreat which will service whānau in the Ōtākou/Māruawai rohe. Te Whare will provide a safe space for whānau to begin their healing journey and seeks to tautoko whānau through their wairuatanga. This includes creating a safe sanctuary where whānau can also bring their tamariki to learn and experience this traditional rongoā Māori.

Anna's journey into traditional Māori healing began a number of years ago, sparked by her studies at Teacher's College, where she developed an interest in Reiki. Her path has been one of continuous growth and learning, driven by a deep connection to te ao Māori and spiritual guidance from her tīpuna. As a hauora practitioner, Anna specialises in traditional Māori healing practices, including honohono and mirimiri, and has recently expanded her expertise to include reflexology. Her business Te Atakura formerly operated from a space above the Health 2000 Shop in Gore and from another space in Alexandra. This allowed her to reach clients from various communities, particularly those in rural areas like Tapanui and West Otago. Wave 17 funding allowed Anna to develop a dedicated space at her home overlooking the Blue Mountains. Te Whare Nuku Wātea, serves as both a healing sanctuary for her clients and a future venue for small wānanga for children, integrating the natural environment into her holistic approach to wellbeing. Anna's dedication to her craft is fuelled by a passion for helping others reconnect with their true selves and to te ao Māori, creating a supportive and transformative space for her community.

Reach

Installing and readying Te Whare Nuku Wātea involved placing it on her property with a clear connection to the surrounding natural environment, particularly the Blue Mountains.

Anna then spent time furnishing the cabin with the necessary resources and materials, ensuring it was fully equipped for her healing practice. The final step was having the cabin blessed to settle the wairua, which took some time to arrange, but was a crucial step in ensuring the mauri was right and created a safe and welcoming place for her clients.



Impact

Anna's work has had a profound impact on her clients, helping them achieve significant personal growth and healing. One notable example is a client who, through Anna's sessions, learned to set clear emotional boundaries and implement strategies within her workplace, leading to a more balanced and empowered life. This client not only transformed her own approach to handling stress and emotions but also saw positive changes ripple through her team, highlighting the far-reaching effects of Anna's holistic healing practices.

Another client, initially drawn to her practice through reflexology, has gradually embraced Māori healing techniques, including mirimiri and honohono. His growing openness and positive experiences with these traditional methods reflect a broader acceptance and appreciation of ao Māori approaches to wellbeing.

Anna is acutely aware of the heightened vulnerability men often feel when seeking healing, recognising that it can take significant courage for them to engage in such personal sessions. She prioritises creating a safe and supportive environment, ensuring that tāne feel comfortable and respected as they navigate what can often be emotional healing journeys.

She is passionate about supporting tamariki and māmā, recognising the importance of addressing the holistic wellbeing of the entire whānau. In future she aims to create wānanga that involve both children and their parents, fostering a supportive environment where they can heal, learn and grow together.



Pou

Anna's work empowers whānau to become self-managing and effective leaders by helping them reconnect to te ao Māori and their inner strengths. Through her healing practices, whānau gain the clarity and confidence needed to set boundaries, make informed decisions, and live with authenticity and resilience

Anna helps people live healthy lifestyles by offering holistic healing sessions that address physical, emotional, and spiritual wellbeing. Her integrative approach, which blends traditional Māori healing practices and approaches from around the world, provides clients with the tools and guidance needed to achieve balance and vitality in their daily lives

Guided by her tīpuna, Anna's work enables people to connect to te ao Māori. This approach strengthens cultural identity, promotes holistic wellbeing, and fosters a sense of belonging.



Anna Hodges

027 327 9785 | annahodges@hotmail.co.nz

 [TeAtakurahealing](https://www.facebook.com/TeAtakurahealing)

 [te_atakura_](https://www.instagram.com/te_atakura_)

ihi
Research

Te Hoe Tū

Te Ātiawa o Te Waka-a-Māui Trust

Description

Te Ātiawa o Te Waka-a-Māui Trust has established Te Hoe Tū, a rangatahi development programme that is part of their broader language and culture revitalisation strategy, Titia Te Raukura. The programme aims to build confidence and leadership in rangatahi by teaching karakia, pepeha, mihimihi, and waiata connecting them back to their whakapapa. This involves a series of wānanga for rangatahi aged 14-17 who whakapapa to Te Ātiawa o Te Waka-a-Māui.

Te Ātiawa o Te Waka-a-Māui collaborates with Whenua Iti Outdoors to deliver the wānanga. Activities are designed to strengthen rangatahi connection to their whakapapa and identity, they include waka ama training with a strong emphasis on wakatanga and tikanga, they visit wāhi tapu sites in Motueka to learn about the areas cultural and spiritual significance, and connect to Te Āwhina Marae through whakawhanaungatanga, attending pōwhiri and learning about the marae, cultivating a strong sense of belonging and connection.

With the support of Te Pūtahitanga o Te Waipounamu, Te Ātiawa o Te Waka-a-Māui have been able to purchase supplies, equipment, and services to support their wānanga.

Reach

Two 4-day wānanga were held at Kaiteriteri during school holidays, with 12 rangatahi participating in each.

The first wānanga took place in September 2023, drawing participants from various locations including Wellington, Auckland, and Nelson. The wānanga in April saw increased local participation, particularly from Motueka. This initiative has indirectly encouraged parents to register their children as iwi members of Te Ātiawa o Te Waka-a Māui, a requirement for participation.

The wānanga follows a structured daily routine, beginning with an early morning wake-up, karakia, and physical training. Activities include waka preparation and water activities, hiking, and educational games. Connection to te ao Māori is a key focus, with participants taught to introduce themselves in te reo Māori, participate in pōwhiri, learn Te Ātiawa o Te Waka-a-Māui specific waiata, purākau, and history of the rohe.

"I think the waka is the vehicle to carry everything else that we want to impart. And because it's physical, and you've got six in a waka, and you've got to work together, it's perfect."

Special activities are incorporated throughout the wānanga. On day two, the rangatahi undertake a 2.5-hour hoe to Rakauora, where they set up camp and prepare to manaaki kaumātua the next day. Kaumātua travel out on watertaxi, where the rangatahi perform pōwhiri, mau rākau and demonstrate their learned skills and serve the hāngī that they have prepared. The final day involves paddling back to Kaiteriteri and showcasing their skills to parents. These activities aim to build mātauranga Māori, physical skills, and connections among participants.

The wānanga is guided by four kaiako (two from Whenua Iti and two from Te Ātiawa) who bring their respective skills and knowledge. Rangatahi are provided beanies and hoodies there are plans to introduce custom sarongs for visual unity among different age groups. Overall, the initiative aims to engage rangatahi from various parts of the country while maintaining consistency with other Te Ātiawa o Te Waka-a-Māui initiatives, building a framework for cultural education and connection across different age groups.

Impact

Te Hoe Tū uses waka as a vehicle for cultural reconnection and learning. Helping rangatahi to connect to te ao Māori and learn about Te Ātiawa o Te Waka-a-Māui and their tikanga. They hold a tohi ceremony, a rite where a tohunga brushes the shoulders of rangatahi with karamū branches that have been dipped in the Waitohi awa, preserving this ritual for future generations, ensuring its role in strengthening the identity and resilience of Te Ātiawa o Te Waka-a-Māui.

Rangatahi learn through observation and participation, the removal of distractions like mobile phones allows participants to fully immerse themselves in the experience. Being part of Te Hoe Tū has a profound impact on participants, with many becoming more confident and forming strong bonds with each other over

just a few days. It provides opportunities for leadership and personal growth, with rangatahi being encouraged in their 'watches' to undertake various tasks as a group.

Te Hoe Tū is inclusive bringing together rangatahi from different schools and areas who might not otherwise meet. By covering costs, Te Ātiawa o Te Waka-a-Māui reduces barriers to participation, especially for those from single-parent whānau or with financial constraints.

Overall, Te Hoe Tū serves as a powerful tool for mātauranga Māori, personal development and community building among rangatahi. It not only teaches tikanga ā-iwi but also fosters a sense of identity, belonging and pride in their whakapapa.



Pou

By engaging rangatahi in cultural activities and teachings, Te Hoe Tū fosters self-management and leadership skills. Rangatahi learn to introduce themselves in te reo Māori, participate in pōwhiri, and understand te ao Māori, which empowers them to take on leadership roles within their communities and feel confident in their identity.

Te Hoe Tū also enhances whānau participation in te ao Māori by teaching rangatahi tikanga and waiata, which they can share with their whānau. This shared mātauranga Māori strengthens whānau bonds and ensures that Te Ātiawa o Te Waka-a-Māui tikanga practices are passed on. The wānanga provides a space for rangatahi to connect with their whakapapa and learn about their marae, fostering a sense of belonging and pride in their Māoritanga.

Finally, the initiative contributes to whānau cohesion and resilience by instilling values of appropriate behaviour, dress, and respect for tikanga. Through activities like preparing a hāngī and welcoming kaumātua, rangatahi learn important life skills and tikanga that they can carry into adulthood. This holistic approach not only revitalises tikanga ā-iwi but also prepares rangatahi to contribute positively to their whānau and wider community, creating a ripple effect of empowerment and cultural revitalisation.



Te Korowai o Hinetakurua Limited

Description

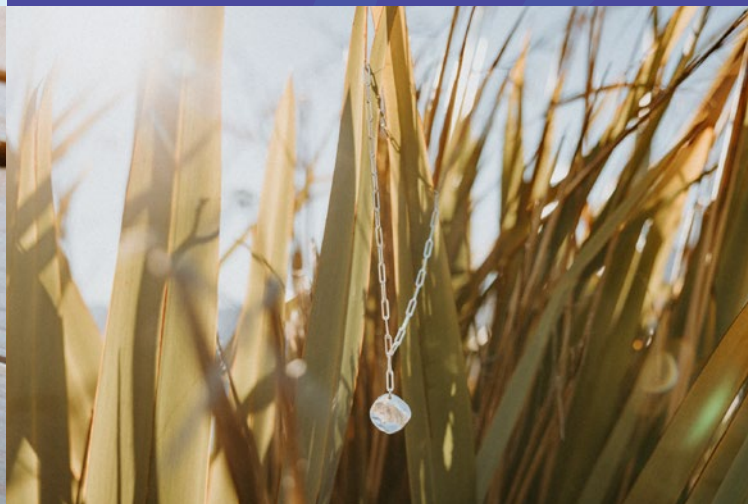
Te Korowai o Hinetakurua Limited is a Māori owned, contemporary jewellery business which works collaboratively with whānau to design unique pieces using materials of significance for whānau. To create these custom pieces, this business weaves te ao Māori and mahi wairua into each taonga. Te Pūtahitanga o Te Waipounamu will support Te Korowai o Hinetakurua Limited to engage necessary professionals to develop and build specific components required for the successful launch of “Nau Mai Te Ao”. This initiative is the next step for Te Korowai o Hinetakurua Limited, crafting wairua led handmade jewellery as markers of significant signposts of life, death, and the in-between. Nau Mai Te Ao will provide opportunities for whānau to collaboratively create jewellery unique to them to remember their loved ones in a way that lasts for generations.

Niki Henipaiao White has a rich background deeply rooted in te ao Māori. Her journey into her current project began after leaving the film industry, seeking a more balanced life as a solo parent and avid snowboarder. The catalyst for her venture into artistic jewellery making came from a personal experience when her grandfather passed away. Nikki was inspired by the opportunity to create personalised pieces imbued with mauri to continue the link to a loved one. She pitched her idea for bespoke, meaningful jewellery to Te Pūtahitanga o Te Waipounamu, and in Wave 16 received pūtea to develop prototypes. In Wave 17, this endeavour has evolved into a unique process where individuals use kits to imprint wax with personal objects, which Niki then casts in metal. Integrating teachings from tohunga about mahi wairua, Niki's project emphasises ritual and storytelling, encouraging people to connect deeply with their heritage and memories of their loved one during the creation process.

Reach

As Niki's project progressed, her process evolved significantly, driven by both technical challenges and a deeper integration of cultural practices.

Initially, she envisioned creating jewellery by embossing metal with fabrics or leaves sent by whānau. However, she encountered practical issues with the varied materials they provided. This led her to develop a kit-based approach, where clients use wax to create imprints of significant objects, providing a clearer and more consistent result when cast in metal. Alongside these technical adaptations, Niki incorporated teachings from a Tūhoe koroua who emphasised the importance of wairua, ritual and mindfulness. This shift not only refined her process but also added a layer of spiritual significance, encouraging clients to engage in meaningful reflection and storytelling. By slowing down the process and fostering whānau connections, Niki's approach is truly a holistic practice that honours both the object and the journey of creation.



Impact

Niki has faced and overcome significant personal doubts and challenges in progressing her project. Transitioning from the film industry to starting her own business was daunting, especially as a solo parent. Niki had to balance her responsibilities and manage her perfectionism, which has, at times, hindered her progress. Niki's journey involved deep introspection and confronting internal blocks rooted in past traumas and anxieties. Recognising the importance of self-belief and mental resilience, she sought support from mentors and coaches, using part of her funding to work through those internal blocks, leading to self-development. This personal development was crucial in allowing her to take public risks and move forward with her project. By addressing her internal challenges, Niki has not only advanced her business but also gained a deeper understanding of the interplay between personal growth and professional success. Her bravery, perseverance and dedication to self-improvement have been fundamental in overcoming her doubts and bringing her vision to life.



Pou

This project has enabled Niki to create a more balanced lifestyle, allowing her to work from home and spend quality time with her daughter. Additionally, the integration of healthy wairua and hinengaro practices into her work has fostered personal healing and growth, contributing to her overall wellbeing.

Through her project, Nikki has deepened her knowledge of te ao Māori, particularly in the realms of mahi wairua and mental health. This enriched perspective has enhanced the cultural significance of her jewellery and strengthened her connection to mātauranga Māori, enabling her to foster a great sense of satisfaction, identity, and purpose through her design work.

The funding Niki received has been instrumental in allowing her to develop and refine her jewellery-making business. This financial support has enabled her to move towards a sustainable business; a key step in ensuring economic security for herself and her daughter.



Niki White

022 0064 3641 | niki@nikiwhite.co.nz | nikiwhite.co.nz | naumaiteao.co.nz

 [@naumaiteao](https://www.instagram.com/naumaiteao) [@maorimetal](https://www.instagram.com/maorimetal)

ihi
Research

Te Manawa o Titiroa Trust

Description

With the support of Te Pūtahitanga o Te Waipounamu, Te Manawa o Titiroa Trust aims to provide a unique, Māori Waka Hourua sailing experience for whānau based at Lake Manapouri. This initiative will enable participants to experience voyaging at a variety of locations particularly southern Te Waipounamu. This will be an interactive experience in navigation and an introduction to ancestral navigation thus providing a cultural insight into the Polynesian sea voyaging ancestors. It will be a journey of discovery, history, artistry, and oral traditions of the people of Te Waipounamu.

Rua Paul's background is steeped in a rich tapestry of experiences and passions, deeply rooted in his connection to the sea and Polynesian voyaging traditions. Inspired by his uncle Hec Busby and his own early sailing adventures, Rua has dedicated his life to reviving and honouring the ancient art of waka hourua (double-hulled canoe) building and voyaging. His journey has taken him from the Pacific islands to the Marquesas, Fiji, and beyond, learning the craft of traditional waka building and navigation. His tutelage in whakairo under Paki Harrison has further enriched his understanding of mātauranga and toi Māori, and he is adept at blending traditional knowledge with modern techniques. Rua's commitment to sharing his knowledge with rangatahi and community members, coupled with his innovative approach to waka building, reflects his deep respect for the past and his visionary outlook on the future of Polynesian seafaring.

Rua and his wife Claire envision the waka hourua as a powerful vessel for cultural preservation, education, and environmental stewardship. They aim to inspire future generations, particularly Māori and Pacific Island rangatahi, by reconnecting them with their ancestral heritage and the ocean. Through voyages and educational programs, they hope to instil a sense of pride and identity, teaching traditional navigation techniques, celestial wayfinding, and seamanship. They also aspire to foster cross-cultural exchange, inviting people from diverse backgrounds to join their voyages and learn about Polynesian seafaring traditions. Additionally, Rua's team is committed to environmental conservation, using the waka as a platform to raise awareness about the health and sustainability of the taiao.

Reach

The funding accessed through Wave 17 enabled Te Manawa o Titiroa Trust to purchase a custom-built trailer.

The ability to transport the waka hourua to other locations is crucial for Rua and his team's mission of cultural revitalisation and education. By being mobile, the waka can reach communities that may not have easy access to such experiences. This mobility allows them to share traditional mātauranga and practices with a wider audience, promoting cultural understanding and appreciation. It also enables them to collaborate with schools, community groups, and organisations, enriching educational programmes and fostering a deeper connection to te ao Māori for people of all ages and backgrounds. Transportability ensures that the waka can serve as a vessel for cultural exchange and learning, contributing to the preservation and celebration of te ao Māori across a wide geographic area.

The trailer for the waka hourua is not just a beautiful piece of craftsmanship but also a feat of technical design and engineering. Designed to safely transport the waka hourua, the trailer features a robust frame constructed from durable materials to withstand the rigors of road travel. It incorporates specialised fittings and supports to telescope in and out, secure the waka in place during transport, and ensure its safety and stability. The trailer's design also includes considerations for weight distribution, aerodynamics, and manoeuvrability, making it efficient and easy to tow. Despite its functional design, the trailer's aesthetics are not compromised, with attention paid to details such as paintwork and finishing touches that reflect the kaupapa and acknowledge Māori design and cultural heritage.



Impact

The waka hourua made a profound impact on a school group that Rua and his team worked with, especially on a young boy to whom Rua presented a pounamu. The experience of learning about traditional navigation and sailing techniques on the waka not only provided the students with valuable knowledge but also deeply connected them to and aided their understanding of te ao Māori. For the boy who received the pounamu, it was a moment of great significance, symbolising not just a gift but also a recognition of his growth and potential. It is hoped this gesture from Rua will have a lasting impact on the boy, boosting his confidence and sense of identity. Overall, the waka experience left a lasting impression on the students, fostering a sense of pride in themselves and a deeper knowledge and appreciation of the culture, practices, knowledge, skills and foresight of their tūpuna.



Pou

The waka project provides a means for Rua to impart his knowledge to the next generation. Through this experience, participants will be inspired to become leaders capable of guiding and inspiring others within their community.

Through the waka project, people will come together, building a cohesive community that supports one another. This shared experience fosters resilience and a nurturing environment where individuals can grow and thrive, strengthening bonds within the community and increased cultural understanding.

The waka will empower people to be responsible stewards of their living and natural environments by fostering a deeper connection to the land and water through hands-on experiences and cultural teachings. By engaging with the waka, individuals can learn about traditional Māori practices of environmental sustainability, encouraging them to adopt similar principles in their daily lives.



Te Rangi Heke

Description

Te Rangi Heke is an accomplished carver who will use her vision and knowledge to create Ngā Taonga o Te Rangi, a space where to craft taonga pounamu from her home. Through this initiative, Te Rangi aims to teach whānau about the holistic healing properties of pounamu while engaging in meaningful kōrero. Seven years ago, Te Rangi experienced a cancer scare, which prompted her to reevaluate her life direction. She returned to her passion for carving, a skill she developed at the age of 13 with the guidance of a kuia who taught her how to collect taonga from the awa. Te Rangi is now a registered Ngāi Tahu carver and has gained recognition for her work.

Despite being a wahine in a male-dominated field, Te Rangi has demonstrated her exceptional skill, determination, and passion for creating meaningful taonga. Her goal in establishing Ngā Taonga o Te Rangi is to support whānau in processing trauma through carving, which she views as a therapeutic experience. With a holistic approach, Te Rangi deeply connects with her work and taps into her intuition while collaborating with whānau. Her initiative aims to empower whānau by offering them a therapeutic space for healing and self-expression through the art of carving taonga pounamu.

Reach

Ngā Taonga o Te Rangi has reached 12 whānau's so far, with Te Rangi guiding each of them through the process of creating their own taonga pounamu.

Te Rangi holds space for participants to select their own pounamu, supporting them to establish a meaningful connection to the piece they choose. Te Rangi encountered several obstacles when setting up her workshop, including equipment not arriving on time, and electrical work not being completed correctly. Although these challenges were out of her hands, she adapted to them by opening her whare to continue hosting carving sessions.

The initiative has welcomed whānau with whom Te Rangi shares whakapapa connections, as well as individuals she has met through her work and local kura. Interest in the programme extended to teachers, parents, and friends of friends who were keen to learn and create a cherished taonga for their own whānau.

Each session usually lasts between two to three hours and includes carving, a poroporoaki, shared kai, and kōrero. This holistic experience immerses whānau in the process, culminating in the creation of a taonga pounamu that is deeply rooted in tikanga and mātauranga.



Impact

Te Rangi has had a profound and positive impact on the whānau who have participated in her programme. Through her work, Te Rangi has fostered an inclusive and supportive environment where whānau can engage comfortably and without fear of judgment. This safe space is crucial for participants, particularly for wāhine, who have noted that the welcoming atmosphere has allowed them to fully immerse themselves in the carving experience.

Feedback from whānau who have been part of the programme has been overwhelmingly positive, with participants expressing appreciation for the guidance and opportunities provided by Te Rangi. In

addition, whānau of Te Rangi have recently recognised the significance of her work as a female carver, and their acknowledgment has further boosted her confidence.

The programme's impact extends beyond individual participants, as it has helped Te Rangi gain recognition for her expertise and contributions to her community. Her achievements have reinforced her passion and dedication to her craft, inspiring her to continue supporting whānau through this work. Now that she has successfully established herself, Te Rangi is excited to expand her reach and influence within her community.

Pou

This programme emphasises the importance of developing whānau leaders and leadership. By fostering confidence in herself and others, she positions herself to teach and support others effectively. Additionally, this initiative is supporting some whānau to break cycles of emotional and mental hardship by encouraging them to take the lead in their own lives. By empowering whānau to become leaders in their own right, many individuals have stepped up not just for themselves but also for their tamariki, whānau and their community. Te Rangi's guidance helps whānau recognise their own potential

The programme promotes the wellbeing of whānau by supporting them to live healthy lifestyles mentally, emotionally, and physically. Te Rangi achieves this by challenging limiting narratives and working closely with whānau to encourage positive responses to difficult situations in their lives. Te Rangi believes that fostering a chain reaction of reflection leads to healthier thinking patterns, which can improve overall wellbeing.

By participating in the carving process, Te Rangi notes that whānau demonstrate a desire to connect with their Māoritanga. This engagement allows whānau to step into a space where they can create their own taonga in an environment that is safe and nurturing, offering a departure from the usual colonial mindsets. The carving space fosters an embracing and secure atmosphere that supports whānau in expressing their tino rangatiratanga



Te Tau Ihu Collective Limited

Description

Te Tau Ihu Collective Limited is a new kaupapa with a vision of documenting kaumātua narratives and kōrero for their mokopuna and uri. With funding from Te Pūtahitanga o Te Waipounamu, Te Tau Ihu Collective Limited has started to hold wānanga with kaumātua and recording their kōrero for their whānau and iwi to enjoy for years to come. This Wave 17 investment gives whānau the opportunity to keep their memories alive, and to preserve them for future generations.

This initiative is working to preserve the stories and memories of kaumātua through video recordings. The recordings serve as a way to keep their legacies alive for future generations, akin to modern-day biographies but in a more personal and vivid form.

Capturing the memories of kaumātua is crucial for preserving cultural heritage, fostering intergenerational connections, and enriching our understanding of history. Kaumātua hold a wealth of knowledge, stories, and experiences which provide invaluable insights into the past. By recording their memories, we not only honour their lives but also ensure that their wisdom and traditions are passed down to future generations. These memories offer a unique perspective on historical events, societal changes, and traditional practices which might otherwise be lost over time. Additionally, capturing the memories of kaumātua can strengthen family bonds, as younger generations gain a deeper appreciation for their heritage and the sacrifices made by those who came before them.

Te Tau Ihu Collective member Teone McGregor acknowledges that they are still in the learning phase exploring the best approaches to recording these stories effectively.

Reach

Teone has undertaken a variety of activities to capture kaumātua stories, involving both the kaumātua themselves and his own team.

His approach includes storytelling and podcast-style interviews, each tailored to the preferences of each kaumātua.

Teone collaborates with a videographer editor, his cousin, to produce professional videos that are then shared on social media platforms. This collaborative effort ensures that the stories are not only recorded for the benefit of the kaumātua whānau, but are presented in a way that resonates with the wider community. Additionally, this initiative extends beyond local boundaries, as evidenced by his trip to Australia to interview one of their aunts, showcasing the project's reach and impact.



Impact

Teone has recorded three kaumātua so far and has funding for one more, with several others lined up for future recordings. The initiative has received positive feedback from kaumātua and their whānau, with videos being shared online and appreciated for their value in preserving these important stories and memories.

Pou

Teone demonstrates leadership by spearheading an initiative that honours and preserves the stories of kaumātua, ensuring their legacies endure for future generations. His commitment to capturing these memories not only enriches the community's cultural tapestry but also sets an example for others to value, cherish and learn from the wisdom of their kaumātua.

Access to kaumātua stories enriches family connections by providing a direct link to culturally rich narratives and traditions, strengthening the bond between generations and ensuring the preservation of cultural heritage.

This kaupapa fosters stronger family bonds by providing a platform for families to connect with the stories and wisdom of their elders, promoting a sense of unity and shared heritage. Through his project, families are empowered to nurture and support one another, creating a more cohesive and resilient community.



Te Whānau o Pātete Wānanga

Pātete Moemoeā

Description

Thomas Speers trading as Pātete Moemoeā is an initiative created for Te Whānau o Pātete Wānanga to prepare and return to tipuna whenua in Te Tau Ihu. The whānau will then explore and create an appropriate structure and legal entity to sustain future collective whānau kaupapa. Te Whānau o Pātete Wānanga want to bring whānau together through whakawhānau to build relationships with each other and with their whenua, whakapapa, rohe and iwi. The purpose of this is to deepen knowledge of te ao Māori and ensure that this is passed on within the whānau.

The descendants of the seven siblings of Tame Anini Pātete are geographically dispersed. Spread across New Zealand, Australia and the United States they have varying levels of connection/disconnection from te ao Māori, their whakapapa and whenua. The purpose of the first whānau wānanga to be held for this whānau was to aid them in reconnecting with who they are, their extended whānau and with their tūrangawaewae in Te Tau Ihu.

Extensive preparation for the wānanga started prior to funding being received from Te Pūtahitanga o Te Waipounamu, however the funding enabled the whānau to reduce the cost burden on whānau and produce resources and merchandise. The whānau held weekly online wānanga to support whānau to feel more comfortable and knowledgeable about the kawa and tikanga of the marae and this kaupapa. Additionally, the resources that were developed supported whānau with their participation in the wānanga and also supported their learning journey.

It is hoped that this will be the first of a series of wānanga. There are plans to have further wānanga in Rangitoto ki te Tonga (D'Urville Island), Kāwhia and Auckland, connecting with whānau lines and iwi groups while following the hekenga of their ancestors as they moved down Te Ika a Māui to Te Tau Ihu.

Reach

Weekly online hui were held to support whānau readiness for the wānanga. The hui covered topics such as whanaungatanga; tikanga; pōwhiri; karakia; mihimihi; transport and updates.

The development of a whānau pukapuka covering waiata, karakia, whakapapa, and whānau history provided whānau with a resource they could utilise both during the wānanga and later as a continuing support to their journey of reconnection.

A very successful three-day wānanga was held from April 26-28 at Whakatū marae. Fifty whānau aged from under 10 years of age to over 70 years old attended the wānanga. Four guest speakers provided expert kōrero about whakapapa, te hekenga and their iwi links.



Impact

The wānanga had several impacts for the whānau members who attended. These impacts were often very personal and tied to the loss or disconnection relevant to the particular whakapapa line.

A large majority of the wānanga attendees had never been to a marae before. Consequently, the opportunity to learn about tikanga and kawa prior to their arrival was important as it helped whānau to feel comfortable and safe. Participating in a pōwhiri, connecting to Whakatū marae, their whānau, their whenua, and learning about their whakapapa was immensely impactful. This was particularly so for whānau who had not previously had an opportunity to re-establish connections that had been severed or lost in previous generations.

Whanaungatanga and manaakitanga were central to the success of the wānanga. The whānau prepared and shared a hāngi and kai together. They shared whakapapa stories, spoke about their whakapapa lines, and strengthened, rekindled or established connections with their whanaunga. Kaumātua were able to gather together and discuss their roles as whānau kaitiaki and decide on the tikanga that would be associated with several whānau taonga. A new, younger generation were given the opportunity to lead and be the ringaringa and wae wae for their kaumātua.

The impact of the wānanga was extremely positive for the Pātete whānau. The whānau are more connected to each other, their whakapapa, their whenua and to te ao Māori. They are looking forward to their next wānanga.



Pou

This kaupapa was designed to support whānau through a safe and nurturing kaupapa to engage with maori ways of being and to participate in an immersed experience.

Many whānau members have had little to no previous connection to te ao Māori. The online hui and wānanga weekend represented the beginning of reconnection for many whānau.

The kaupapa is an opportunity for the whānau to come together through whanaungatanga and manaakitanga and learn about the whakapapa and whenua links that connect them to each other and to Te Tau Ihu.



Te Whare Pora

Rora Mihi Limited

Description

Rora Mihi Limited is a not-for-profit organisation dedicated to preserving and passing on the taonga from Hine Te Iwaiwa and Te Whare Pora to future generations. Through its initiative, Te Whare Pora, seeks to revitalise practices rooted in utilising natural resources and connecting with the whenua in Te Taihū. Te Whare Pora aims to reconnect whānau with te ao Māori by providing opportunities for learning and practicing tikanga on their marae, whenua, urupā, and waters.

The initiative emphasises the importance of mātauranga Māori in healing and coping with grief, empowering whānau, hapū, and iwi to support themselves through raranga and with connection to the whenua. By revitalising traditional techniques for gathering, participants will learn the art of weaving and sustainable harvesting of natural materials from the land.

Lead facilitator of Te Whare Pora, Shanell Kelly, has inherited a rich legacy of knowledge, history, and weaving skills from her kuia. Her journey began at the age of seven, learning the intricacies of raranga. Collaborating with whānau, Shanell facilitates wānanga to share her expertise and foster intergenerational learning. Her passion lies in ensuring the transmission of this knowledge to future generations, safeguarding the whakapapa of Te Taihū for years to come.



Reach

Te Whare Pora has successfully delivered

8

wānanga, with each session accommodating 10 to 20 participants

During these gatherings, Shanell and her extended whānau provided support as participants immersed themselves in the environment, particularly exploring the awa, although activities were weather dependent.

During the wānanga, Shanell and her whānau placed a high priority on environmental conservation, ensuring they leave the land in better condition than they found it. They engage in activities such as cleaning up rubbish and practicing sustainable harvesting techniques, ensuring they do not take more from the land than necessary.

In addition to their wānanga, Te Whare Pora actively supports local iwi by sharing their knowledge and skills in utilising harakeke in innovative ways, further contributing to the cultural revitalisation and sustainable practices within the community.

Impact

The impact from the wānanga on participants has been significant, transcending age and fostering continuous learning and personal growth. Shanell has observed young wāhine develop a passion for working with harakeke, noting its calming effect and its support for those dealing with anxiety. She finds great joy in supporting whānau in this space, believing it is every individual's birth right to know their whakapapa and learn within a safe and supportive environment.

Participants of all ages, including aunties, have expressed how the wānanga has enriched their lives, broadened their perspectives, and deepened their connection to te ao Māori. Through learning stories of the local area and the whenua, participants have developed a stronger sense of identity and belonging. Moreover, the opportunity to support other whānau and their kaupapa has fostered a sense of community and collective empowerment within the group.

Despite not always feeling entirely comfortable as a facilitator, Shanell recognises the significance of sharing her knowledge and skills with others and considers it her duty to do so. Witnessing the positive impact it has on others reinforces her belief in the importance of her mahi. Shanell finds that visually demonstrating techniques during the wānanga is particularly impactful, as it provides participants with a memorable hands-on learning experience. This approach allows individuals to not only learn but also retain the knowledge and skills they acquire, further enhancing the effectiveness of the wānanga.



Pou

Whānau are embracing healthy lifestyles through wānanga that encourage them to connect with nature and explore the environment, particularly by engaging with the awa. These sessions challenge participants to step outside their comfort zones, fostering personal growth and resilience. Additionally, the wānanga facilitate a deeper connection to culture by teaching tikanga and sharing stories of tūpuna, passed down through generations.

The wānanga play a crucial role in bridging the gap between language and culture by actively incorporating te reo Māori into the sessions. Regardless of ethnicity, participants experience positive takeaways, whether it's a renewed connection to their whakapapa or gaining insights into the rich history of the whenua and its people. Overall, the wānanga serve as transformative experiences, inspiring participants to embrace their Māoritanga and strengthen their connection to the whenua and their tūpuna.



Shanell Kelly

shanell_kelly@hotmail.com

ihi
Research

TMH Holdings Limited

Description

TMH Holdings Limited is a barbershop based in Hokitika operating as the Hokitika Barbershop. With support from Te Pūtahitanga o Te Waipounamu, TMH Holdings Limited will remodel their current premises with multiple upgrades and hope to create opportunities for training aspiring barbers in the community. With more usable space, TMH Holdings Limited will be able to train and offer apprenticeships, providing whānau with an alternative career path while also increasing business.

When Tama Meihana-Hosking returned to Te Tai Poutini after living away in Australia he could see the community needed a barber not just for Hokitika but for the whole of the Coast. He was tired of seeing people have their hair 'butchered' and was determined to lead this industry. Through the development of this business, Tama has slowly transformed the town's loved bakery shop into a crisp, bright, open, expansive barber shop edged with neon lights and sharp contrast black and white styling.

Tama has a vision of a full shop of employees and other similar shops servicing the whole of Te Tai Poutini. Trained in Australia, Tama wants to teach young people how to cut and knows that there are a lot of kids who would appreciate career pathways outside of the local meat works or the mill. In teaching young aspiring barbers in the community Tama believes that they can obtain barbering skills and qualifications with a couple of years of study, later travelling out of Hokitika

Reach

TMH barbers has two fully qualified barbers and has couple of regular rangatahi who are building their barbering skills on the floor.

The business is also solidly supported by his whānau who assist in running the accounts and administration, as well as cleaning and sweeping the shop. Training and upskilling his whānau and local rangatahi creates opportunities for succession planning while contributing to the overall development of young people in the area.

In terms of customer base, Tama notes that there is a mixture of clientele visiting and paying for services in the barber shop. This includes customers from a range of age groups including younger people, middle aged customers, and pensioners. The barber shop also offers pensioners a discount, encouraging them to return and allowing the team to build relationships with these customers.



Impact

Through working closely with his family, Tama believes that the business has strengthened the relationships within his whānau and notes that his family spend a lot more time together as a result of the barber shop. Tama is proud of the feedback he is receiving about the business in that what he is doing is motivating for whānau to realise and follow their own aspirations.

The business and subsequent expansion has further supported a stable income for Tama and his whānau. Creating a successful business would have seemed like an impossible task in his younger years, and Tama notes the importance for him to stand back and recognise and be proud of their hard work and perseverance. Additionally, the success of the barber shop is likely inspiring and role modelling to younger generations in his whānau and creating a 'new normal'.



Pou

Owning and running a business has become the new normal for Tama and his whānau and he notes the generational changes that are already happening for his family. He recognises that there are others that are following this entrepreneurship and who can see the ambition, drive and hard work that is required. This role-modelling is inspiring the next generation of business owners and leaders in the area.

The barber shop interacts with the wider community daily and receives regular feedback that they have raised everyone's expectations about what sort of service they should receive living in a 'small town'. The details and attention placed on the design and interior of the barber shop provides customers with a luxurious and inviting space when having their hair cut.

The barber shop is generating a stable income and has created a strong sense of security for Tama and his wider whānau. As the business continues to expand and develop, there are opportunities for increased growth and economic return for the barber shop over time.



Toi Poutama

Description

Founded by Lee Jorgensen, Toi Poutama is more than just an arts and crafts therapy class; it is a safe space of hope, creativity, and healing for whānau and hapori. Lee embarked on her own healing journey as a result of her experience of grief through suicide, depression and anxiety, she is now able to tautoko whānau and help navigate them through their own struggles. Lee discovered a passion for contemporary art when going through her healing journey, after some time, she was ready to share this gift with others.

Lee started Toi Poutama in 2021, which she self-funded for the first 18 months. Having the support from Te Pūtahitanga o Te Waipounamu has allowed and contributed to the huge growth from a small group of eight individuals to a thriving community of over 80 members. Nestled within the heart of Shirley Rugby League Club, this weekly gathering offers a sanctuary for individuals seeking connection and inspiration through artistic expression.

At its core, Toi Poutama embodies the ethos of facilitation rather than instruction by providing the tools and space for whānau to explore their creativity freely. Rather than dictating techniques or outcomes, Lee and her kaimahi foster an environment where curiosity is nurtured, and self-expression is encouraged. This approach empowers whānau to embark on their own artistic journey.

Reach

Each week, the space is intentionally set out in sections with different art stations which range from paint pouring, making moulds, weaving and wood burning.

Lee's skilled kaimahi are then positioned at each station to assist whānau if needed. The growth of Toi Poutama is a testament to the transformative power of word-of-mouth within communities. Without the need for advertising, its reputation has spread organically, drawing in whānau from around the community. From young participants who were once confined to the virtual realms with technology, to adults seeking a reprieve from the pressures of everyday life, Toi Poutama has become a safe space for all.

One of the most remarkable aspects of Toi Poutama is its profound impact on its members. For some, it serves as a lifeline, offering a sense of purpose and belonging they may have struggled to find elsewhere. Lee speaks passionately about the rangatahi she witnesses find their new creative outlet, describing them as "my little glow bugs, their eyes just brighten." This imagery encapsulates the newfound sense of joy and vitality which radiates from those who have found solace within the walls of Toi Poutama.



Impact

The therapeutic benefits of engaging in artistic expression are evident in the stories shared by participants. For those grappling with mental health challenges or navigating the complexities of life, Toi Poutama offers a moment of respite where creativity becomes a form of self-care. Through the act of creation, individuals are able to process their emotions, gain insights into their inner world, and cultivate a sense of agency over their lives.

What is most inspiring, are the tangible outcomes that have emerged from Toi Poutama. This includes the proud recounts of the stories of individuals who have reclaimed their sense of purpose and autonomy. "Since we started, I have had eight ladies return to work," Lee shares, highlighting the transformative power of artistic expression in fostering confidence and self-worth. Beyond economic empowerment, Toi Poutama serves as a catalyst for personal growth, equipping whānau with the tools they need to navigate their daily challenges with resilience.



Pou

Toi Poutama not only fosters individual growth and healing but also cultivates empowered leadership within whānau. Whānau are then encouraged to take ownership of their creative journey and to become self-managing leaders within their own lives.

The individual mahi extends beyond the confines of the weekly art classes, as whānau harness newfound confidence and agency to participate fully in society. Whether it's re-entering the workforce, engaging in community initiatives, or simply embracing everyday challenges, participants of Toi Poutama are equipped with the skills and confidence to navigate life's complexities with determination.

More than just an arts and crafts therapy class, Toi Poutama is a testament to the transformative power of community, creativity, and compassion. Through its unwavering commitment to fostering a safe and inclusive space for all, Toi Poutama has become a beacon of hope for those seeking connection, and healing. As it continues to grow and evolve, it serves as a reminder of the significant impact that simple acts of kindness and creativity can have on whānau.



Toru Gift Box

Description

Toru Gift Box (formerly 3 Sweets Limited) is a gift box boutique based in Ōtautahi that creates custom and high-quality gift boxes made of locally sourced Māori products and kai, and supplies bulk marketing products for businesses. Previously known for only providing candy gift boxes and products in Christchurch, a reconnection to te ao Māori for owner Atawhai Tipene has simultaneously inspired a shift in business focus and purpose. Through the support of Te Pūtahitanga o Te Waipounamu, Atawhai has been enabled to re-evaluate her business, create new branding, source locally and Māori made products and kai, build local connections, and implement an eco-friendly approach to her whānau business.

Since receiving investment, Atawhai has created a new logo, pivoted her business purpose and product range, and shifted her target audience to Māori organisations and whānau. A health scare and reconnection with te ao Māori inspired Atawhai to shift away from overseas processed candy towards locally sourced and Māori made products and gifts, and has even included mahi toi created by her dad. As a result of survey feedback, Atawhai has also adopted an eco-friendly approach by utilising sustainable products and reducing plastic use. Atawhai continues to create branded lolly bags for a few large businesses which creates a stable income on which to further grow the business of creating customised gift boxes. Toru Gift Box now offers whānau and organisations a range of products and gifts, expanding her pakihi in line with customer feedback and responding to shifts and trends in the market through a te ao Māori lens.

Reach

Alongside activities to update her business and branding, Atawhai has built relationships with local Māori organisations and businesses and will soon showcase these new gift boxes and products at an upcoming Matariki market.

After joining a kapa haka rōpū through a local Māori organisation, Atawhai and her dad were commissioned to design the t-shirts for the group and continues to strengthen her relationship with this kaupapa. Atawhai has noticed a shift in customer base as a result of moving away from a TikTok viral trend model, but notes the positive benefits on the environment in sourcing bulk orders rather than fulfilling single sales of individually wrapped items.



Te Pūtahitanga
Māu te ara, kia ora ai te whānau.
"Your pathways empower whānau to thrive"

WAVE 17

Impact

Atawhai notes a significant impact of this investment is the ability to contract her dad to create mahi toi and custom Māori designs for gift cards, prints, and art for her pakihi and gift boxes. Being able to commission custom art that is unique to this business is important to Atawhai as she now owns these pieces and designs and does not run the risk of using copyrighted artwork and designs. Wave 17 investment has not only allowed the expansion and rebranding of her business, but Atawhai has experienced the positive impacts of this funding in maintaining a sustainable income for her whānau as well as providing contract work for her artist dad.



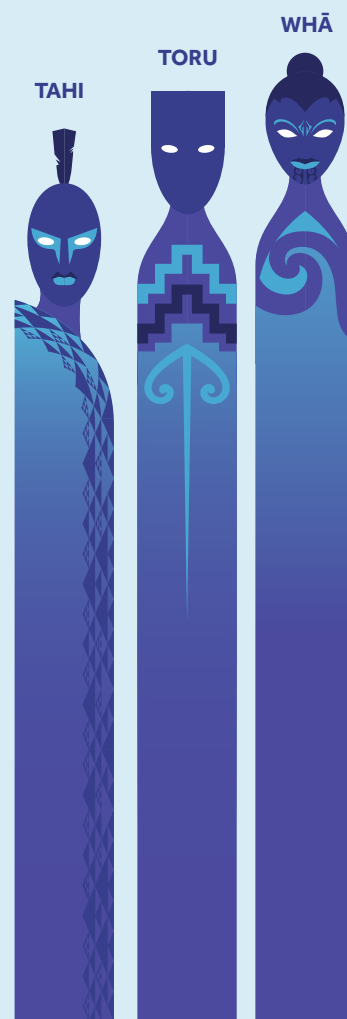
Pou

Atawhai is passionate about offering business advice and tips to other whānau and entrepreneurs based on her own learnings and successes as a business owner. She has helped several whānau successfully apply for Wave 18 funding in 2024, and attributes this to her dedication towards helping and leading others towards their own successful pakihi or kaupapa.

Investment through Te Pūtahitanga o Te Waipounamu and shifts in business direction have supported Atawhai to build and nurture relationships and connections in the local Christchurch community, creating collaboration and business opportunities for Toru Gift Box. This increased participation in the local Māori community and kapa haka rōpū has inspired the inclusion of Māori art and products in her gift boxes including pounamu, Māori prints, and locally made products.

Atawhai now notes Pou Whā as their main pou, and her whānau has been intentional about achieving outcomes and diving deeper into their connection to te ao Māori. As a result of her whānau reconnecting with their culture through kapa haka, Atawhai notes feeling proud to be Māori and wanted to showcase this throughout her business and her product range. In thinking about her pride in being Māori, she adds:

"I think if you're more confident and feel proud, and you actually feel it, it shows."



Atawhai Tipene

022 106 5036 | torugiftschch@gmail.com
torugifts.co.nz

Tūpuna Remedies

Description

Tūpuna Remedies, operated by Creoli Anae, employs traditional Māori healing techniques and remedies to support whānau hauora. These include rākau, mirimiri and romiromi, and karakia. Creoli also crafts her own healing hinu and pani. Tūpuna Remedies adopts the Te Whare Tapa Whā model, encompassing all aspects of wellbeing: tinana, wairua, hinengaro, and whānau. Creoli's mission is "bringing tūpuna practices back into the light" and integrate them "hand in hand" with mainstream medicine.

Drawing inspiration from her kuia on both sides who were healers, Creoli's mahi is deeply rooted in tikanga and viewed through a Māori lens within te ao Māori. She describes her journey into rongoā as a calling, saying "rongoā got into me" rather than the other way around.

With support from Te Pūtahitanga o Te Waipounamu, Creoli established her own space and managed initial business expenses. This has allowed her to offer some services at reduced rates or for free in certain cases, reducing barriers to healing for whānau. The dedicated space has been crucial in providing a safe and relaxing environment for whānau receiving support. Her ACC accreditation is a significant advantage, making her services more accessible to whānau. Through Tūpuna Remedies, Creoli is not only providing healing services but also preserving and promoting traditional Māori healing mātauranga and practices.

"Learning and sharing keeps the fires burning and things have been lost, but they're coming back again. So it's really important for myself to be in that position of sharing and building future generations of healers."

Reach

Although numbers vary, Creoli typically engages with

10-20

whānau in her clinic each week.

Initially, Creoli focused on holding wānanga for her immediate whānau and close contacts.

However, recognising the broader need and interest in her mātauranga and skills around healing and hauora, she is now looking to expand these wānanga to include whānau beyond her immediate circle, sharing her mātauranga and skills around healing and hauora. Acknowledging the vast area that she serves, Te Tau Ihu is "a massive area, and I'm only one person. So I'm just doing my best to make that service available wherever I need to be."

"Just to be able to have people gravitate towards the mahi that I do and so many in such a short time, that to me tells me that there's a need and there's a want for it."



Impact

Creoli's Tūpuna Remedies embraces Te Whare Tapa Whā, addressing all aspects of hauora as critical for long-term holistic healing. Her approach offers benefits often overlooked by Western medicine, describing *"it's more than the tinana and it's more than the rongoā, it's wairua as well. There's a spiritual essence to the practice."* In her experience, the treatments from Tūpuna Remedies have offered relief and significant breakthroughs, especially for whānau with sensitive claims or complex, long-standing injuries.

Within her family and community, Creoli is planting seeds of mātauranga and tikanga. She is passing on what she was once taught herself, inspiring a new generation to value rongoā Māori and to view health and hauora through a te ao Māori perspective. This mahi has a huge impact on those understanding or reclaiming their Māoritanga.

The impact of Creoli's mahi is evident in client feedback. Many report finding relief through rongoā Māori after struggling with mainstream treatments. These success stories highlight the potential of traditional Māori healing practices to complement or provide alternatives to conventional medical approaches, offering hope to those who have previously struggled to find effective treatments; *"They've been suffering in silence with their mainstream stuff, mainstream medication, pharmaceuticals, but have got relief from rongoā Māori. Those are the success stories that I always talk about."*

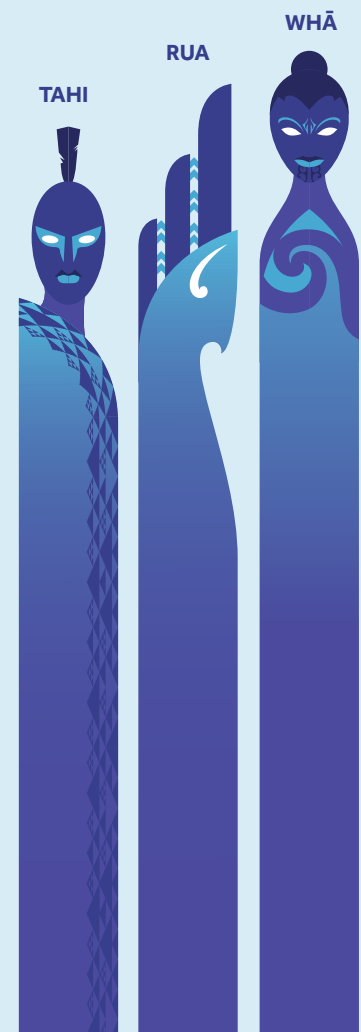
Pou

Through Tūpuna Remedies, Creoli introduces whānau to rongoā and natural herbal remedies, helping many reduce their reliance on long-term medications and find effective alternative solutions. This improves their health outcomes but also restores their confidence and sense of control over their wellbeing, allowing them to "claim their own mana" in their healing journey.

By addressing health holistically through Te Whare Tapa Whā, Creoli is helping to improve the lives of whānau. Incorporating these aspects of wellbeing into a comprehensive plan, Creoli empowers whānau to effectively manage their health, leading to more fulfilling and balanced lifestyles.

Creoli facilitates reconnection to te ao Māori, reviving traditional healing practices and tikanga. Her mahi is allowing whānau to *"bring everything back to the forefront and stand in that space confidently,"* rekindling their cultural identity and practices. For many, engaging with Creoli's work has been a catalyst for further immersion with te ao Māori, inspiring them to pursue te reo Māori classes or enrol their children in kōhanga, demonstrating the far-reaching impact of her healing practice on cultural revitalisation.

"I've had a kuia, she used to get mirimiri from her nanny and for some reason how I do Māori work, I said a karakia that she hadn't heard for years and years. And that triggered a good memory for her... it was a beautiful thing. It's those moments, that's what I live for."



Wahine Wellness Limited

Description

Wahine Wellness Limited is an initiative committed to fostering generational change by empowering and uplifting wāhine. Through their innovative three-day wellness retreats, they provide a nurturing environment for healing, strengthening and uniting whānau. These retreats offer a comprehensive programme that includes education on karakia and the therapeutic properties of water, as well as introductory lessons in mau rākau, rongōā, mirimiri, yoga, and weaving.

The driving force behind Wahine Wellness is Kirianna Te Amo, a solo mother to three tamariki who is currently pursuing studies in Osteopathy. Despite facing personal challenges, Kirianna is a resilient and successful wāhine and māmā and her journey has inspired the creation of a safe and supportive space for wāhine to heal and thrive. Kirianna's vision for Wahine Wellness Limited emerged from her own experiences of domestic violence and the realisation that many other wāhine were also silently suffering. Recognising the stigma surrounding discussions of such sensitive topics, Kirianna sought to create a space where wāhine could come together to share their experiences and support one another.

With the support of Te Pūtahitanga o Te Waipounamu, Wahine Wellness aims to extend their impact by hosting six three-day wellness wānanga. This expansion will enable more wāhine to access the transformative experience of the retreats, fostering personal growth and community connection.

Reach

Fifty wāhine and whānau members took part in the retreats, which were initially designed exclusively for wāhine but were later expanded to include tāne and whānau due to childcare challenges and other considerations.

Kirianna recognised the difficulties solo parents faced and took deliberate steps to remove barriers to their participation.

Held over three days from Friday to Sunday at Wairewa Marae and Wainui Park Camp, each retreat began with a pōwhiri or mihi whakatau, followed by whakawhanaungatanga and a burning ceremony where wāhine and whānau shared their stories, fostering connections among participants.

On the second day, a range of activities were offered, including weaving, patu, and mau rākau, along with educational sessions on the power of words and the significance of water and karakia. Participants engaged in discussions about goal setting and future planning, empowering them to envision positive changes in their lives and their whānau.

The final day featured a cleansing ceremony where Kirianna and the group journeyed to the water for a symbolic reset, allowing wāhine and whānau to start afresh with a renewed perspective.

Significantly, the retreats are offered free of charge to ensure accessibility and inclusivity. Expert facilitators lead activities such as mau rākau, patu, Māori martial arts, mirimiri, and rongōā, enhancing the quality and impact of the retreat experience. Through these transformative retreats of empowerment and healing, Wahine Wellness is making a meaningful difference in the lives of whānau.

Impact

The impact of Wahine Wellness on wāhine and their whānau has been overwhelmingly positive, with feedback indicating the significant value whānau of the retreats. Kirianna has received numerous requests for more retreats, further highlighting the positive impact experienced by wāhine and whānau who attended. Many whānau expressed feeling a weight lifted off their shoulders, noting the retreats provided a safe space for open conversation and connection—a rare experience for some.

A key outcome of the retreats has been the formation of a supportive community, with participants connecting and building relationships both during and after the retreats, often staying connected through platforms like Facebook. The connection and relationships built have been particularly beneficial for those struggling with addiction, providing a support network to uplift and encourage each other on their journey to recovery.

The ability to bring tamariki along to the retreats has been instrumental, ensuring wāhine do not feel isolated and allowing for greater family participation. Kirianna emphasises the importance of including the entire whānau in the retreats as it facilitates shared learning and growth, ultimately uniting them in a collective journey toward a brighter future.

Participants have appreciated the opportunity to engage in new activities and experiences, with the involvement of their tamariki adding an extra layer of joy and fulfilment. Witnessing the positive impact on both wāhine and their whānau is a driving force for Kirianna, motivating her to continue her work and expand the reach of Wahine Wellness.

Pou

Whānau are experiencing transformative changes through their involvement with Wahine Wellness. By building a supportive community and acquiring skills to manage their addictions, whānau are leading healthier lifestyles with newfound courage and discipline. The nutritious kai provided at the retreats introduces whānau to healthier eating habits, moving away from processed foods and towards a more wholesome diet.

Participation in the retreats has encouraged wāhine to pursue further education and immerse themselves in new spaces, breaking down barriers and expanding their horizons. Setting goals and dreaming big has instilled a sense of agency within wāhine and their whānau, empowering them to make choices and actively engage in society with confidence.

Involvement in te ao Māori practices such as mau rākau and patu has strengthened whānau connections, and whānau are actively embracing te ao Māori and enhancing their knowledge and skills in this space. This collective engagement demonstrates a genuine desire to reconnect with their cultural identity and contribute confidently to te ao Māori.



West Coast Memorial Consultants Limited

Description

West Coast Memorial Consultants Limited is an innovative masonry business established by Mahana Coulston in Hokitika that is grounded in te ao Māori and offers a diverse range of product. The goal is to provide a contemporary Māori alternative to the standard offerings found in the industry. With support from Te Pūtahitanga o Te Waipounamu, West Coast Memorial Consultants Limited will expand their business through leasing a more suitable workspace and hiring and training at least one full time worker.

This expansion will see the contribution of skilled whānau members who will support every phase of the stone masonry process. This includes conceptualisation, to graphic design and manufacturing. The intention is to utilise locally sourced materials along with cutting-edge technology to digitise images for manufacturing, ensuring a start-to-finish approach alongside whānau. Additionally, this expansion will increase the operations and capacity of the business, creating training and employment opportunities for the community.

Mahana is an accomplished carver who has led and contributed to a number of significant public installations and building projects across Te Waipounamu. Mahana has always been keen to return to more stone carving, significant to his Tai Poutini traditions. Wanting to extend his offerings in the space, Mahana has internationally sourced a CNC printer capable of 3D stone printing that can produce customised prints of his carvings and art works.

This exciting expansion and purchase means that Mahana has the potential to vector and digitise this work and produce on scale in multiple mediums. The technology is cutting edge, and he has the only machine capable of this in Te Tai Poutini.

Reach

Since receiving investment, West Coast Memorial Consultants Limited had started to pull together a core crew that will be involved in the production.

During this start-up phase, there are three core whānau involved who have a combination of design, mechanics and manufacturing experience. A whānau member with accounting experience has pitched in to support.

Mahana has been building the vectoring capability of the whānau by exposing them to the creative and design space whilst they wait for the printer to be ready for production. Mahana is keen to build the skills of those around him and help and encourage those to push themselves further to do what they want.

Impact

Mahana says that the potential and the opportunity is exciting but admits that for most people to really understand the potential of vectoring they need to be able to physically touch and see the process. He has seen the excitement grow in the whānau as they get closer to production, learning and understanding the scale and types of products that the printer can produce.

His current workspace is in the centre of the community and he enjoys being close to those he wants to serve, also encouraging others that trying something new is within their own reach. By establishing and developing his own business Mahana wants others in the community to think *“well, if he can do it, so can I”*.

Pou

Through his passion and determination to develop and operate West Coast Memorial Consultants Limited as a business owner, Mahana is also passionate about inspiring others to become self-managing through their entrepreneur aspirations. Taking risks in creating this business will hopefully encourage others to realise and chase their own business and leadership goals.

The set up and development of the CDC production has been an opportunity for the whānau to reconnect with each other and build their confidence in te ao Māori. Connection to te ao Māori is important to Mahana and to the operation of the business as a pakihi Māori. Additionally, gaps in the local industry and a lack of Māori masonry businesses has created an opportunity for West Coast Memorial Consultants Limited to fill this gap.

Whilst production is in the planning phase, Mahana can see how it will generate income for those involved when fully operational. As a local business, the opportunities to collaborate with the community and to inspire others to undertake entrepreneurship has the potential to support the wealth creation of others in Hokitika.



Whare E Tū

Description

Alena Beard, with a background in logging, spent many years in the industry growing an understanding of the ins and outs of running a business. Despite her expertise in this area, she harboured a longing to establish a business that would directly benefit her local community. Currently employed as a Whānau Ora Navigator, Alena's work involves assisting whānau within her community, highlighting her deep connection to her Māoritanga and hapori.

Alena's entrepreneurial journey took shape with the founding of Whare E Tū, a business dedicated to providing inflatable marquee rentals. Her inspiration stemmed from the evident need for additional space at her marae, coupled with the high costs and logistical challenges of hiring marquees from existing providers. Driven by a commitment to fill this void and offer more affordable solutions, Alena embarked on her venture.

Supported by Te Pūtahitanga o Te Waipounamu, Alena acquired three marquees of varying sizes: a spacious 20x20-meter marquee, a smaller 10x10-meter option, and a distinctive igloo-shaped marquee spanning 12x12 meters. Alongside these she invested in generators, electrical equipment, and a shipping container for storage, ensuring the smooth operation of her business.

Whare E Tū quickly emerged as a pivotal resource for numerous community events, ranging from private celebrations to large-scale gatherings including Te Matatini Herenga Waka Herenga Tangata National Kapa Haka Festival. Beyond serving as event spaces, Alena's marquees also provide essential additional accommodation for Te Āwhina Marae.

Guided by a genuine passion for supporting whānau and hapori and facilitating meaningful gatherings, her business offers a safe and comfortable environment that shields events from weather disruptions and space constraints, thereby ensuring the seamless continuation of tikanga and activities that support the local hapori.

Reach

Whare E Tū has facilitated gatherings for over

300

whānau, offering shelter and space for various events.

This included an 80th birthday celebration for a well-respected kaiako in the community, over a four day period with 160 attendees.

They have accommodated a 21st birthday party for 80 guests and have also supported Ngāti Rārua where the large marquee provided shelter during a pōwhiri and served as a space for children's activities and for kai to be served.

With two upcoming weddings booked in and the expectation of over 200 locals attending the Matariki Night Market, Alena and her whānau are anticipating a steady increase in demand over time.

Alena is dedicated to offering marquees for tangihanga, particularly to accommodate whānau who prefer to prepare their kai away from tūpāpaku. By providing these essential structures, she aims to create a respectful and comfortable environment for whānau during their time of mourning, ensuring tikanga is upheld.



Impact

A significant impact Alena has observed from supporting whānau through her work, is the genuine enjoyment and happiness experienced when they have access to a large enough venue to accommodate their events. She believes that the accessibility of the venue, particularly being located on their own whenua, plays a crucial role in this.

The marquees serve multiple purposes; not only are they used for extra space for events they can also be used as accommodation, especially for whānau who live rurally. Having Whare E Tū bring an accessible venue directly to whānau adds to the level of accessibility and versatility is not commonly available within Te Taihū, making it a unique and valuable resources for the community.

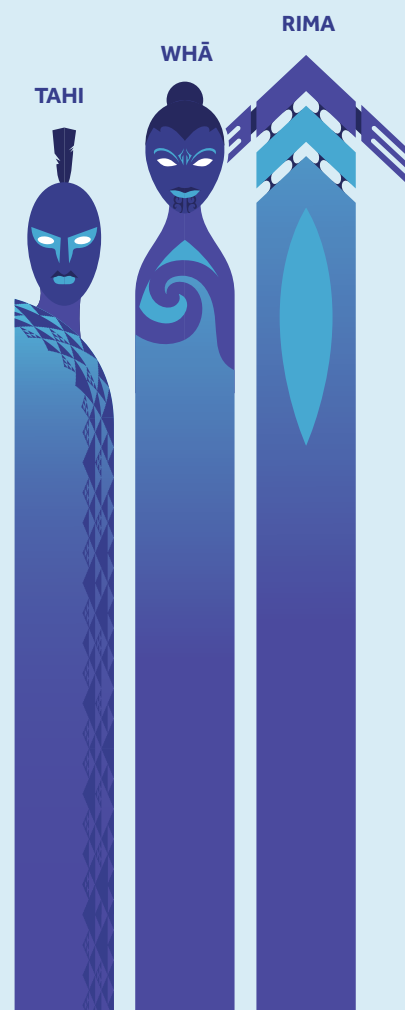


Pou

The funding provided has been instrumental in supporting Alena and her whānau to establish their own business. This opportunity has enabled Alena's own tamariki to learn valuable skills alongside her and her husband, including time management and people skills. The benefit of being able to teach and awahi her tamariki in business has been significant as her intentions are to be able to pass the rākau over to them in the future.

As a whānau they are working on improving their business budgeting for their mahi to support their path in working towards wealth creation.

The Māori community in Whakatū have a desire to continue developing their capabilities so that they can continue to cater for their own community. Whare E Tū aims to be a part of that support system. By being able to provide the basics of shelter for whānau, Alena believes she is supporting community cohesion and contributing to the continuation of important cultural practices and social connection.



Alena Beard

027 834 2301 | whare.e.tu@gmail.com

 Whare E Tu

ihi
Research

Whatu Kura Toi

Whakaraupō Carving Centre Trust

Description

Whakaraupō Carving Centre Trust is a Māori carving centre and education provider based in Lyttelton led by Damian Mackie. It offers carving workshops and education to rangatahi, at-risk youth, prisoners, and whānau interested in learning toi whakairo. As an initial Wave 16 recipient in 2022, Whakaraupō Carving Centre Trust was able to invest in the development and delivery of Whatu Kura Toi; a 12-week course for whānau to connect with toi Māori, whakapapa, tikanga, and te reo Māori. As a result of this successful kaupapa, Whakaraupō Carving Centre Trust was offered re-investment through Wave 17 to continue to deliver Whatu Kura Toi to whānau until the end of 2023. This including the continued employment of a facilitator to deliver the programme to tairua from various backgrounds and age groups.



Reach

As a result of Wave investment, father and son duo Damian and Noah delivered four Whatu Kura Toi programmes in 2023.

Each programme covered content and teaching material over a 12-week period, and the team were able to engage with and teach approximately 230 tairua across all age groups including rangatahi and kaumātua. However, without ongoing investment and a loss of funding from government organisations in the past year, Whatu Kura Toi is unable to continue beyond 2023 alongside some of the other courses and kaupapa they provide to vulnerable and at-risk communities..



Impact

Throughout the delivery of Whatu Kura Toi, Damian notes the impact and importance of upholding the mana and the tikanga of toi whakairo for tauira through their creative learning journeys. Once tauira understand the tikanga of whakairo, whānau are able to determine for themselves how to best to create toi Māori that is both sustainable and led by tikanga.

"The outcomes that have come out of Whatu Kura Toi that I can see is a better understanding of tikanga and kawa, which is attributing towards a sustainable creative practice."

Damian shares a case study of one tauira who was enrolled in Whatu Kura Toi through a referral from the court after committing a ram-raid. Through Whatu

Kura Toi, this rangatahi realised they had a creative skillset and became immersed in the programme and learning. She was able to create and sell her art, leading her down a pathway away from crime towards further education.

An additional impact of Whatu Kura Toi has included the establishment of a tuākana-teina system in which some of the more experienced tauira become the kaiako of this programme and would deliver some of the content to newer students. This is overseen by Damian, and it creates both learning and teaching opportunities through the programme.

Pou

Whatu Kura Toi has provided safe learning spaces for tauira and rangatahi to utilise their creative skillsets and then subsequently increase their confidence and self-belief. This has translated into tauira continuing to Māori beyond Whatu Kura Toi, students undertaking higher education, and other students learning how to create and market their art in a sustainable way.

The importance placed on teaching tauira about the tikanga and kawa of toi whakairo and ensuring that the mana of this traditional artform is upheld creates greater connection to te ao Māori and the protection of this kaupapa for generations to come.

For young people exhibiting their artwork in galleries and other locations, having the ability to turn their art into a profit has been beneficial to the wellbeing and aspirations of the Whatu Kura Toi tauira.

For at-risk rangatahi and whānau who had struggled with crime and trauma, being able to create art that is then displayed in art exhibitions is noted by Damian as an example of resilience. One tāne spent 28-years in prison and is now reintegrating into society and exhibiting his toi whakairo mahi, creating a new pathway for this tauira and their whānau.



Whiria Te Ao Limited

Description

Te Punga o te Waka Tours has a vision to share rich matakāwhiri of the Rakiura land and its people, offering tourists a unique and immersive experience curated by Phillipa Hakopa. Supported by funding from Te Pūtahitanga o Te Waipounamu, Phillipa's initiative aims to introduce visitors to the beauty and history of Rakiura through bespoke tourist packages.

Phillipa's journey began in Huntly, but her deep connection to Tainui led her back to her roots in 2007. With a background in applied linguistics in Māori and extensive experience in education and community engagement, Phillipa has dedicated herself to serving her whānau, hapū, and iwi. Her involvement in various cultural initiatives, including facilitating pōwhiri in Rakiura, sparked the idea to establish her own business.

Phillipa's profound understanding of tikanga and commitment to living in te ao Māori led her to become a trusted advisor for individuals and businesses seeking cultural guidance. Many sought her expertise to ensure cultural appropriateness and respect in their endeavours.

Te Punga o te Waka Tours is a culmination of Phillipa's passion for sharing Māori culture and her desire to showcase the beauty of Rakiura. With her wealth of knowledge and lived experience, Phillipa is thrilled to be able to offer visitors an authentic and enlightening journey through the land and history of Rakiura.



He Pūrākau o Te Whanga a Te Wera

Pattersons Inlet

One of the many stops and kōrero along the way at
Observation Rock.

KAIRĀKAU
OBAN

Reach

Facing challenges with the official launch of Te Punga o te Waka tours, Phillipa has spent the extra time available conducted pilot tours with whānau visiting the community.

Approximately 30-40 whānau from a diverse range of backgrounds and ethnicities have participated in these trial tours, offering valuable insights for Phillipa as she refines what her tour packages will look like when launched.

Feedback from those who participated has been overwhelmingly positive, with many expressing a preference for Phillipa's tours due to their authenticity and genuine portrayal of local Māoritanga. Phillipa's approach to her tours begins with a mihi whakatau and shared kai, followed by immersive exploration activities that allow participants to engage with the land and its stories. She draws upon both learned narratives and personal connections to enrich the experience, ensuring a deep and meaningful encounter with local history and culture.

Phillipa's excitement about launching her own business in this space is driven by the prospect of sharing her knowledge and experiences with a broader audience. She is particularly eager to offer tours in full te reo Māori, recognising the importance of providing this opportunity for both locals and visitors. This initiative will not only enrich cultural experiences for tourists but also provide a valuable educational resource for kura kaupapa and other educational institutions.

Impact

Phillipa reflects on the significant impact that her initiative, Te Punga o te Waka Tours, has had on herself and her whānau, describing it as exciting. A key factor in the initiative's success has been the active involvement of her own whānau members, with her daughter managing the administrative tasks and her nephew designing tour packages. This collaborative effort has been instrumental in ensuring the success of the tours.

Despite her extensive knowledge of the whenua and its people, Phillipa acknowledges the importance of having champions within her hapū and iwi who can offer further insights and support if needed. She values the accessibility and willingness of her whānau to share their stories, considering it invaluable to this initiative.

The impact of Phillipa's pilot tours on visitors has been overwhelmingly positive, leaving lasting impressions on those who have experienced the unique approach she provides. Phillipa hopes that the ripple effect of sharing pūrākau will help bridge intergenerational gaps within whānau and contribute to healing within the community.

Phillipa's vision extends beyond providing tourists with a memorable experience, aiming to foster connections between generations and facilitate healing through the sharing of stories. As she continues her journey with Te Punga o te Waka Tours, Phillipa remains committed to making a positive impact and preserving taonga tuku iho Rakiura for future generations.

Pou

Phillipa Hakopa is not only leading by example but also empowering whānau in Rakiura to take charge of their own lives and embrace their connection to their whenua. In a community where self-reliance is paramount, Phillipa encourages whānau to tap into their ancestral knowledge and live off the land, instilling a sense of responsibility as stewards of the environment. By promoting these practices, she aims to preserve traditional wisdom and ensure its transmission to future generations.

Phillipa's dedication to showcasing leadership extends to her own whānau, where she has witnessed a deepened immersion in te ao Māori practices. Her commitment to her business idea has inspired her daughter to take te reo Māori seriously, prompting a journey of self-exploration and cultural identity. This transformation brings Phillipa immense joy, as she recognises the importance of her children connecting with their Māori heritage on a deeper level.

By encouraging whānau to explore their Māoritanga, Phillipa is laying the groundwork for a succession plan. She envisions passing down her knowledge and skills to the next generation. In doing so, she honours the legacy of her tūpuna.





Coaching innovation rōpū

Te Pūtahitanga o Te Waipounamu has been continuously improving its approach to whānau commissioning since inception. As commissioning directly with whānau has been a highly innovative approach, Te Pūtahitanga o Te Waipounamu has worked to recognise and respond to whānau feedback and ongoing evaluations.

In 2019, a review of commissioning identified several ongoing improvements including:

- the establishment of business enterprise coaches and contract advisors to support the knowledge of the commissioning process, completing applications and undertaking practical aspects of this work.
- the establishment of champion connector roles in recognition of the many ways that whānau may experience a declined application and to support decision-making in response to the declined application.
- a simplified application process.
- the use of wānanga to support understanding of the commissioning process.
- changing the content of wānanga in response to whānau need.
- providing opportunities for entities to network with each other.
- producing workbooks and support to identify goals and aspirations and steps towards realising these.
- providing specific reasons for a declined application with offers of support for future steps, such as accessing funding through alternative pathways or working with an enterprise coach to strengthen an application.
- offering support to complete environmental scans and scoping activities that may strengthen an initiative concept; and
- the development of an annual symposium to showcase successful initiatives normalising the concept of whānau capability development and self-determination (Guerin et al., 2021).

In 2023, the Independent Assessment Panel made recommendations for an intensive coaching programme for a group of Wave 17 applicants with kaupapa, businesses, and/or innovative ideas that needed some refinement and further development. Rather than suggesting that this small group re-apply in Wave 18, Te Pūtahitanga o Te Waipounamu

created a three-month coaching programme made up of five Wave 17 applicants to better prepare these whānau for potential investment.

Kaimahi from Te Pūtahitanga o Te Waipounamu managed this programme and worked one-on-one with applicants, creating custom plans alongside applicants that reflected their unique kaupapa needs and aspirations. Kaimahi worked with applicants on a weekly basis to ensure their budgets and implementation plans were in alignment, financial planning and accounting were organised, and other aspects of their business plans were refined.

The programme offered applicants several opportunities to connect as a rōpū and they noted the positive impacts in networking and building new relationships with one another.

“We made a group chat with all of us as well, and we were able to communicate questions we didn't understand ... we really supported each other, which was really, really cool. And we still communicate through that group chat today.” (Applicant)

At the completion of the three-month programme, each rōpū member had the opportunity to present their kaupapa to a small panel about their learnings, the developments made on their kaupapa, and their plans for successful implementation.

“We spent quite a few weeks preparing for the pitch, getting it right to the point where the pitchers were very, very professional. And by that stage, they were very, very familiar with their budget and their implementation plan. So they had been learning. So they came in with a greater depth of knowledge.” (Kaimahi)

All five applicants received investment into their kaupapa or business, and Wave 17 agreements were signed and ready for execution in early October. These five applicants noted that more information about the three-month programme and its purpose would have supported their journey. They reported feeling confused at times, but recognised the additional learning and knowledge they gained through the duration, and the impact this had on their success. On reflection, kaimahi noted the success of the programme, but suggested shortening the length of time for future coaching rōpū.

Summary

This evaluation has presented the achievements of 65 of the 74 Wave 17 investments demonstrating the impact of funded activity across Te Waipounamu. The commissioning model introduced in 2016 has demonstrated that it is an economically efficient way to invest in building capability, addressing unique localised challenges, strengthening whānau connection and supporting intergenerational knowledge transfer.

Dame Tariana Turia envisioned Whānau Ora as a transformative approach to delivering social and health services in Aotearoa New Zealand, centred on empowering Māori families (whānau) to take control of their own futures. First established in 2010, Whānau Ora was designed to address systemic inequities that had historically resulted in poorer outcomes for Māori. Dame Turia imagined Whānau Ora as a model that placed whānau at the heart of decision-making, enabling them to develop and implement plans that reflect their unique needs and aspirations (Te Pūtahitanga o Te

Waipounamu, 2023). Turia's vision included the establishment of Whānau Ora Commissioning Agencies, which would be responsible for funding and supporting community-driven initiatives, ensuring that decisions were made closer to the communities they served (Te Pūtahitanga o Te Waipounamu, 2023). This model not only sought to improve service delivery but also to restore confidence within whānau in their capacity to provide for themselves and support those in need (BPAC NZ, 2011).

The implementation of the grassroots commissioning model implemented by Te Pūtahitanga o Te Waipounamu has challenged traditional conceptions of service delivery, demonstrating that given investment, whānau are best served when imagining and creating the change they see for themselves.

At the heart of the commissioning approach is whānau rangatiratanga.



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Appendix 1

Wave 17 evaluation methodology

The following section describes the evaluation methodology, data analysis and ethical protocols.

In the Wave 16 evaluation, a SROI was conducted in partnership with the AERU. The investigation included questions about subjective wellbeing, prepared in collaboration with the AERU based on questions asked in the General Social Survey (GSS) operated by Stats NZ. Two questions central to this were:

01 How satisfied are you with life as a whole; where 0 is completely dissatisfied and 10 is completely satisfied?

02 How satisfied do you expect to be with life as a whole in five years' time?

Investigation of these two questions made apparent the opportunity to deepen our understanding of what whānau determine to be a 'satisfying life' now and in the future. This evaluation sought to answer four key research questions expanding on Wave 16 findings.

01 What is the impact of the Wave 17 direct whānau commissioning?

02 What do kaupapa whānau identify as characteristics of a 'satisfying life'?

03 How and in what ways has the funding directly improved the wellbeing of whānau?

04 How does whānau wellbeing and enterprise transform New Zealand society?

There are 74 entities in the Wave 17 commissioning round. Wave 17 piloted two new approaches to funding that will be investigated in this evaluation:

Coaching Rōpū (5)

Five whānau initiatives were identified by the Panel as requiring further support before receiving full funding. This evaluation will seek to understand the benefits and opportunities inherent in this approach, especially the impact of the coaching they received.

Reinvestment Rōpū (5)

A small number of initiatives from Wave 16 received additional funding in Wave 17. Interviews for this group will include a question about the added impact of the continuity funding.

Kaupapa Māori approach

This evaluation was informed by Kaupapa Māori research (Smith, 1997) and qualitative methods. Kaupapa Māori is about recognising the strengths and aspirations of Māori along with Māori rights to self-determination. It is not a prescribed set of methods, but rather about how research should be framed and undertaken. The kaupapa, or purpose, is on generating solutions and aspirations from within Māori realities in a systematised research process. As a methodology, it contains a notion of action and commitment to change, and to Māori development (Penetito, 2010).

A Kaupapa Māori/emancipatory approach to measuring wellbeing

In each of the 17 Wave evaluations, Ihi Research has employed a variety of approaches and methodologies, including blending Western conventional evaluation methods. The evaluations have been centred on Kaupapa Māori research and emancipatory approaches which challenge power imbalances, privilege marginalised voices, promote social justice, and empower communities.

Kaupapa Māori research and emancipatory approaches seek to challenge power imbalances within evaluation processes. They critique dominant research/evaluation paradigms that perpetuate marginalisation and colonisation. By nature, our approaches must advocate for a shift in power dynamics, ensuring that decision-making, interpretation of data, and knowledge production are shared and co-owned by Māori communities. In doing so, the aim is to address the historical and ongoing power differentials that exist in the State sector social services that have marginalised Indigenous communities.

Kaupapa Māori research recognises and values Māori knowledge, culture, and worldviews. The evaluation must include diverse perspectives and local knowledge systems to challenge dominant paradigms to produce more inclusive and contextualised evaluation outcomes. The aim is to inform policy, practice, and support advocacy efforts that challenge systemic inequities and support the self-determination of Māori communities.

In this evaluation, we seek to challenge and overcome the historical and ongoing colonisation and oppression that marginalises Kaupapa Māori evaluation as unconventional and second class. Schram (2016) argues that “social science research and evaluation needs to listen to how people on the bottom experience their own subordination so that we can help them overcome their subjugation. Good social science includes taking the perspective of the oppressed in the name of helping them achieve social justice” (p. 262).

An important part of working within a Kaupapa Māori evaluation model is acknowledging and critiquing the dominant research paradigms that perpetuate marginalisation and colonisation.

Document review

The evaluation process began by reviewing the contractual documents to understand what the initiatives had been commissioned to achieve. The commissioned initiatives had been collecting and reporting data throughout the length of the funding. To limit evaluation fatigue and avoid repetition, the evaluation team reviewed the monitoring information for each initiative determining its evaluability (readiness for evaluation). A short case summary was written for each initiative and shared with the interviewer prior to the whānau interviews.

Interviews

The interviews were designed to provide:

- An opportunity for initiatives to clarify and articulate their mission or purpose.
- A space for reflection as a basis for strategic action (both individually, as a whānau and as a collective).
- A process for gathering and analysing outputs, outcomes and impact.
- An opportunity to discuss the commissioning approach they have experienced through Te Pūtahitanga o Te Waipounamu.

The interviews were scheduled to take place from March to July 2024.



There was a three-phase approach to this evaluation outlined in the following figure.



Figure 1: Three phases of evaluation

Ethical protocols

Ethical and interview protocols were created by the evaluation team to ensure the evaluation protected the rights of everyone who contributed. The researchers followed the guiding principles for working respectfully with Indigenous peoples nationally and internationally. These are articulated by Kennedy and Wehipeihana (2006, pp. 1-2):

- **Self-determination** - including the right to decide about all aspects of their lives. Clear benefits to those being researched.
- **Acknowledgement and awareness** - refers to respect and due recognition and appreciation for Indigenous culture, values, customs, beliefs and rights, including an acceptance of a worldview that may not be consistent with Western ideologies.
- **Cultural integrity** - relates to the validity of Indigenous knowledge and ways of being; that cultural knowledge must be protected from misuse or misappropriation and must be preserved for future generations.

- **Capacity building** - enabling Indigenous peoples to participate actively in the research, with the aim to ultimately drive their own research.

Six evaluators interviewed 65 of the 74 Wave 17 initiatives over a period of five months. An information sheet was developed and emailed to whānau prior to interviewing. Whānau were given the opportunity to ask questions before they signed consent. Whānau could provide written or verbal consent, which was audio-recorded during the interview.

Te Pūtahitanga o Te Waipounamu has taken a whānau empowerment approach to investment. The evaluation planned to support the Wave kaupapa by building capability through evaluation, specifically ensuring whānau were at the centre of the evaluation, and that the data was returned to the participants so whānau could exercise control over their narrative. These processes enabled whānau to retain ownership of their kōrero and how it is presented in this evaluation.



Appendix 2

Wave Evaluations – Wellbeing Summary Document

The following document includes a short summary of findings from each previous Wave evaluation with a focus on outcomes relating to wellbeing for whānau in Te Waipounamu.

Wave One (2016) – 24 initiatives

The purpose of this evaluation was to understand how Wave One investment contributed towards the Whānau Ora outcomes, innovation and social enterprise, and capability building for whānau in Te Waipounamu. Whānau noted that the impacts of this investment were interconnected and could not be separated from one another, alluding to holistic wellbeing outcomes. Alongside improved wellbeing outcomes that met initial targets, the evaluation noted the evidence of unintended consequences such as confidence building and a sense of satisfaction in achieving aspirations.

Recipients also shared their intentions for ensuring intergenerational outcomes, their desire to strengthen and support their wider communities, and their aspirations of improving outcomes for whānau Māori. The evaluation noted the importance of a strengths-based approach inherent in Whānau Ora and Wave funding, and that shifts away from deficit models is inductive of improved wellbeing outcomes. Positive transformation for whānau was connected to whānau self-determination, and whānau noted that having the ability to design and implement their own ideas and solutions contributed towards positive outcomes.

Wave Two & Three (2017) – 38 initiatives

This evaluation sought to understand the impacts of Wave Two and Three investment for whānau in Te Waipounamu with the inclusion of a cost-benefit analysis case study of one initiative. The evaluation found resounding evidence of increased social connection and greater opportunities for whānau to support each other and work together. The evaluation noted that this increase in social bonds creates new opportunities for communities to connect and collaborate.

The evaluation also provides evidence of improved whānau health as a result of investment, and highlights the unintended improved wellbeing outcomes of various kaupapa such as social connectedness and whanaungatanga. The cost-benefit analysis on He Toki ki te Mahi reported an economic return seven times the amount of the

initial investment from Te Pūtahitanga o Te Waipounamu, highlighting the social impacts and further ripple effects of investment into this funding stream.

Wave Four & Five (2017/2018) – 18 initiatives

This evaluation explored the impacts and outcomes of the Wave Four and Five funding and initiatives. Wave Four funding aimed to invest and support whānau-driven action to enable tamariki and young people to flourish in safe and nurturing environments. Wave Five invested in social innovation kaupapa to support positive social impact for whānau across all seven Whānau Ora Pou.

The evaluation identified a lack of sustainability for all but one of the Wave Four recipients, and that most of the initiatives struggled with appropriately skilled recruitment and other community work and commitments. One Wave Four recipient demonstrated the most direct impact for whānau was the establishment of a new social enterprise. Alternatively, the evaluation noted that Wave Five initiatives and investments had positive social impacts for whānau, increased social connection, and increased cultural learning and knowledge. Critical success indicators identified through this evaluation included social entrepreneurship, capability building, networking, sustainability, and personal investment.

Wave Six (2018) – 27 initiatives

The Wave Six evaluation sought to understand how funded initiatives contributed to the goals of Whānau Ora as well as the subsequent impacts for whānau. This evaluation also utilised an info-graphic method to measure outcomes against the Pou selected by funding recipients, and found that Pou Whā (cultural connection), Pou Tahī (empowered leaders) and Pou Ono (cohesive, resilient, and nurturing) were the most selected and/or achieved Pou. The evaluation noted that the Wave Six initiatives were engaged with and responsive to the whānau and communities they supported.

In terms of whānau resiliency and wellbeing, the initiatives recognised the inherent strength of whānau in improving their own wellbeing. The evaluation expressed difficulty in

measuring the impact of Wave commissioning, and that due to the nature of this approach, Whānau Ora often achieves intangible results and outcomes. The evaluation identified the following three main categories of impact as part of Wave Six including intangible impact, collective impact, and sustainable impact. In summary, the evaluation notes that the seven Whānau Ora Pou are being realised through Wave Six investment and recommends viewing Te Pūtahitanga o Te Waipounamu funds as a whole system.

Wave Seven (2019) – 22 initiatives

This evaluation included 10 full descriptive case studies on Wave Seven initiatives to understand the purpose and intentions of each investment, the impacts for whānau, sustainability, whānau learnings, and the importance of culture in mediating positive change. The evaluation reported back on the far-reaching ripple impacts for whānau and communities when whānau receive direct investment.

Wave Eight (2019) – 27 initiatives

The Wave Eight evaluation investigated how Wave commissioning responds to the aspirations and wellbeing outcomes of rangatahi and kaumātua in particular. The evaluation found that both rangatahi and kaumātua experienced direct and indirect positive outcomes as a result of commissioning through this fund.

The initiatives demonstrated the following important factors in improving rangatahi wellbeing, including the importance of positive whānau relationships; strengthened protective factors for rangatahi; goal setting for rangatahi; positive role models; and implementing values systems. For kaumātua this included intergenerational transmission of knowledge/s; contribution of kaumātua towards whānau success; and the importance of place, language and culture to kaumātua wellbeing.

The evaluation identified three core features vital to Māori wellbeing not recognised by The Treasury including whānau; culture; and agency. It also recommended that Māori notions and models of wellbeing should be acknowledged and incorporated into the Aotearoa New

Zealand Living Standards Framework as recognition of the Whānau Ora contribution on decreased reliance on the welfare state.

Wave Nine (2020) – 24 initiatives

This evaluation was completed with a focus on three key research questions relating to the impact of direct whānau commissioning, mātauranga Māori and the implications of Intellectual Property Rights, and the impacts of the COVID-19 pandemic for initiatives. The majority of initiatives exceeded their contractual outcomes despite the impacts of COVID-19 in Aotearoa and globally. Initiatives also demonstrated their ability to quickly pivot and adapt their kaupapa to the pandemic environment to support emerging whānau and community needs.

The mobilisation of a localised response that nurtured communities to increase social cohesion, information sharing, and innovation by initiatives is also noted as an important insight from the Wave Nine evaluation. For some initiatives, they pivoted their kaupapa or services to ensure the immediate health and wellbeing of whānau and their communities, while others recognised the positive wellbeing outcomes of strengthened social cohesion and relationships during the pandemic.

Wave 10 (2021) – 29 initiatives

The purpose of this evaluation was to understand how Wave 10 initiatives have contributed towards achieving the Whānau Ora goals and the subsequent impact for whānau as a result of this commissioning. As the tenth Wave fund, the evaluation also noted the layered effect and subsequent ripple effects of commissioned initiatives since Wave One through direct investment into 209 Te Waipounamu initiatives.

Themes from the evaluation included the recognition and empowerment for whānau in receiving Wave investment; the commissioning process as enabling for whānau aspirations and wellbeing; good relationships and flexible contracts as critical for success; and rangatiratanga as important for whānau realising dreams and aspirations.

Again, this evaluation notes the difficulty in measuring wellbeing outcomes for whānau

over time due to a lack of evaluative tools and the very nature of the Whānau Ora approach which inherently produces results that are non-linear and intergenerational.

Wave 11 (2021) – 27 initiatives

This evaluation reviewed 27 funded initiatives to understand the impacts of this investment for whānau and communities in Te Waipounamu. Outcomes evidenced across Wave 11 investments contributed towards achievement against all seven Whānau Ora Pou and produced both tangible and intangible results for whānau as a result. Intangible results of this investment included social connection, aroha, manaakitanga and kohatahitanga.

This evaluation also outlines evidence of social networking and collaboration as a result of Wave 11 investment, with many funded initiatives reporting positively about the increased opportunities to network and work together. While difficult to measure, these intangible impacts are noted as providing cohesion and impetus for social transformation.

Wave 12 (2022) – 31 initiatives

The purpose of this evaluation was to understand the Wave 12 commissioning process and review the outcomes of this investment for whānau. Relationships and social bonds were a focused finding in the Wave 12 evaluation as an enabler of social change. The evaluation notes the social capital bonds inherent in the commissioning network that supports and strengthens whānau and community relationships and promotes collaborative innovations.

The evaluation notes that social capital bonds create a ripple effect onto other kaupapa in the community because of this investment. This was evident through the development of the wāhine in the business network, a toi Māori artist collective, and initiatives supporting other similar and local kaupapa. The evaluation again notes the immeasurable and intangible nature of social bond impacts and acknowledges the disruption of colonisation in damaging these bonds, highlighting the importance and necessity of commissioning funds and direct investment for whānau such as Wave.

Wave 13 (2021) - 42 initiatives

This evaluation focused on understanding the impacts of Wave 13 funding for whānau and discussed the contribution of this fund towards Indigenous commissioning for health and wellbeing promotion and improvement. This evaluation notes the evidence across all 13 Wave funds on how even small investments into initiatives underpinned by Indigenous notions of wellbeing are impactful in disrupting intergenerational disadvantage and inequities.

The evaluation summarises the ability of Wave 13 investment to act as an enabler for whānau to access trade apprenticeships and employment, rongoā Māori, mahi toi, te reo Māori, tikanga, whānau business entrepreneurship, innovation, and social enterprise. The evaluation notes the disruptive nature of Te Pūtahitanga o Te Waipounamu commissioning models within a public sector context, and recognises this organisation's contribution towards both implementing decolonising funding and resourcing Indigenous health and wellbeing initiatives.

Wave 14 & 15 (2022) – 41 initiatives

This evaluation aimed to capture and understand how Wave 14 and 15 funded initiatives contributed towards achievements for whānau against the seven Whānau Ora Pou, the impacts for whānau and communities, and enabling factors for these impacts. The evaluation focused on the efficacy and impact of the mentorship and coaching supports within the Wave commissioning model for funding recipients and their kaupapa and concluded that coaching supports contribute towards positive social impact. This evaluation recognised Wave 14 and 15 funding within a COVID-19 context, and noted implications of the pandemic on the delivery of these funding streams.

Key findings from the evaluation included whānau sharing their gratitude for the coaching services that supported the setting up of their kaupapa or business, while others provided less positive feedback about the coaching or mentoring mechanisms put in place. The evaluation clarifies that outcomes

achieved through these two funds are not only driven by profit but are reciprocal, collective, and intergenerational in nature, highlighting the Whānau Ora approach throughout.

Wave 16 (2023) - 83 initiatives

This evaluation included a review of the impacts of Wave 16 funding with a focus on whānau wellbeing, as well as a return-on-investment component to better understand the far-reaching economic benefits of this Whānau Ora commissioning model. The return-on-investment calculations considered the number of participants in a funded initiative as well as the flow on effects to other whānau members and concluded that the net present values were significant.

The evaluation notes the presence of direct/indirect and tangible/non-tangible outcomes achieved through Wave 16 investment including the establishment of networks, the impacts of intergenerational aspirations, self-belief, and finding a sense of belonging.

In conclusion, the evaluation emphasised the importance of recognising and validating outcomes that are valued by Māori, and that notions of whānau wellbeing and success must be defined by whānau themselves. While the return on investment calculated a significant return on Wave 16, this acknowledgement of validating Māori values and outcomes is important as Whānau Ora wellbeing measures are often discredited in the public sector.







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