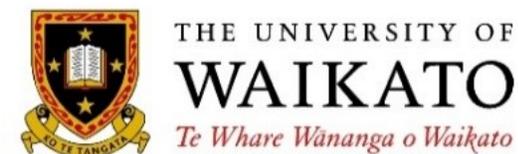


# He Raraunga Hāpori

Building an evidence base of wellbeing for Māori communities

Moana Rarere & Dr Jesse Whitehead

PopCon2023: Population Futures in an Uncertain World – 29<sup>th</sup> August 2023, Tāmaki Makaurau Auckland



# Outline



- Whakapapa of He Raraunga Hāpori
- Our approach
- Population indicators
- Service mapping
- Case study: StoryMaps for Pōkeno
- Māori data sovereignty: Challenges
- Key learnings



# He Raraunga Hāpori

- 1/3 projects under He Pā Harakeke Thriving Regions NI Programme (BBHTC Science Challenge):
  - Supports **development and regeneration** of regional settlements
  - Specific focus on supporting **Māori communities – Pōkeno**
  - Build an evidence base **about Māori wellbeing** in the regions
- Data focused:
  - Developing hāpori (community) social indicators
  - Mapping of social services
  - StoryMaps – narrative focused



# Research Questions

- How do the needs and aspirations of mana whenua compare to **regional level indicators of Māori wellbeing** and future demographic change?
- What are the **range of services that exist for mana whenua** and how does the provision of services compare to the needs and aspirations identified above?
- How can demographic and spatial analysis (incl GIS Story Maps) **be effectively used to give voice to mana whenua** and empower them in their discussions with local and central government?

# Approaches



## Data driven

- Indicators of thriving regions
  - How do we know if regions are thriving?
  - How can we align indicators with a Te Ao Māori perspective?
- Mapping services for thriving regions
  - How do services support thriving regions?
  - How can we examine this from a Te Ao Māori perspective?

## Community driven

- StoryMap 1 – Our Story
  - Outlines the history and demographic changes in Pōkeno
  - Makes the case for a marae in Pōkeno
- StoryMap 2 - 'Ko wai mātou?'
  - Whānau in Pōkeno to share their stories
  - Key places of significance to mana whenua and wider hāpori

# Population indicators



- 10 'Golden Triangle' towns
  - Paeroa, Pōkeno, Te Kauwhata, Rāhui-Pōkeka, Whaingaroa, Te Aroha, Waharoa-Peria, Putāruru, Katikati, Te Puke
- Te Pae Mahutonga + Community Capitals framework
- 18 indicators
  - Census
  - Te Kupenga
  - Electoral commission
  - Māori Land Court
- Updated with more recent data
- Expanded Te Kupenga indicators



# Pop Indicators: Pōkeno

## Taiao

- 0 ha Māori land ownership in Pōkeno (111 ha within 5km of Pōkeno SA2)
- 42% Gathered traditional Māori food
- 20% Gathered materials for traditional Māori practices
- 27% Took care of Māori sites of importance
- 35% Cared for the health of the natural environment

## Te Oranga

- 405 = population of Māori ethnicity (170% increase since 2013)
- 24% in top personal income bracket (\*NB should be treated with caution as although incomes have increased with inflation and a higher minimum wage, the top income bracket has remained static since 2006 census)
- 53% home ownership (23 percentage point increase since 2013)
- 20% involved in volunteer activities (2 percentage point increase since 2013)
- 30% managers or professionals (13 percentage point increase since 2013)
- 66% voter turnout (2020 general election - Hauraki-Waikato electorate)

## Toiora

- 56% never smoked (13 percentage point increase since 2013)
- 71% in employment (12 percentage point increase since 2013)
- 19% succeeding in education (13 percentage point increase since 2013)

## Mauriora

- Iwi affiliation data from Census 2018 not of suitable quality
- 15% te reo Māori use (7 percentage point decrease since 2013)
- 84% knowledge of pepeha (6 percentage point decrease since 2013)
- 67% connection to ancestral marae as tūrangawaewae strong or very strong (4 percentage point decrease since 2013)

# Service Mapping



## Taiao

- Māori land ownership
- freshwater (% 'green' quality)
- % pre-humand wetlands remaining
- % landcover = Indigenous vegetation

## Te Oranga

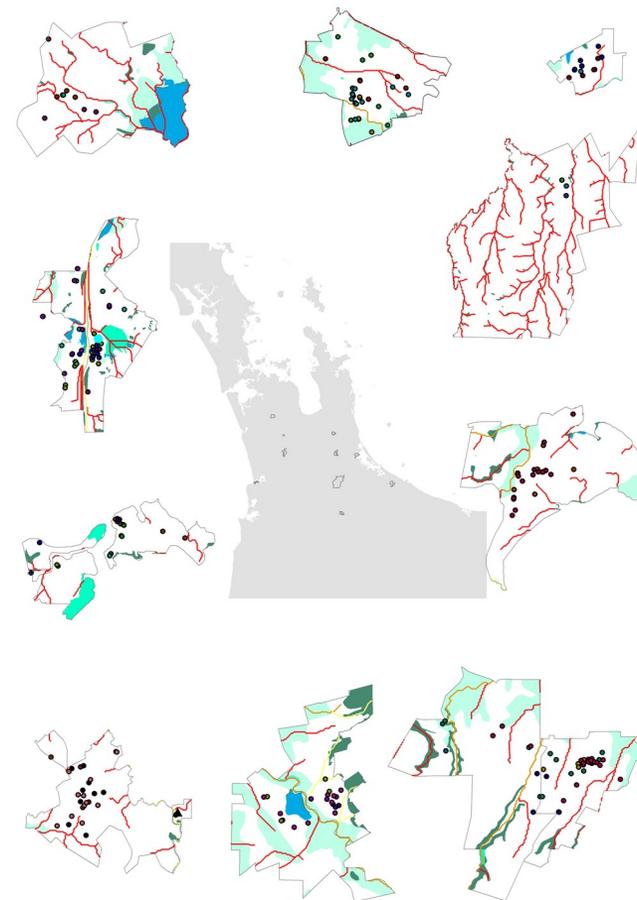
- Public Housing Waitlist
- Employment services
- Māori wards in local govt (number direct mana whenua representation on council)
- Social services
- Private sector services

## Toiora

- Health services
- Kaupapa Māori health services
- Travel time (mins) to metropolitan hospital
- Education services

## Mauriora

- Māori medium education services
- Marae



# Service Mapping: Pōkeno



## Taiao

- 0ha Māori land ownership (111ha within 5km)
- 21km Freshwater (0% 'green' quality)
- 48% Pre-human wetlands remaining
- 13% Landcover = Indigenous vegetation

## Te Oranga

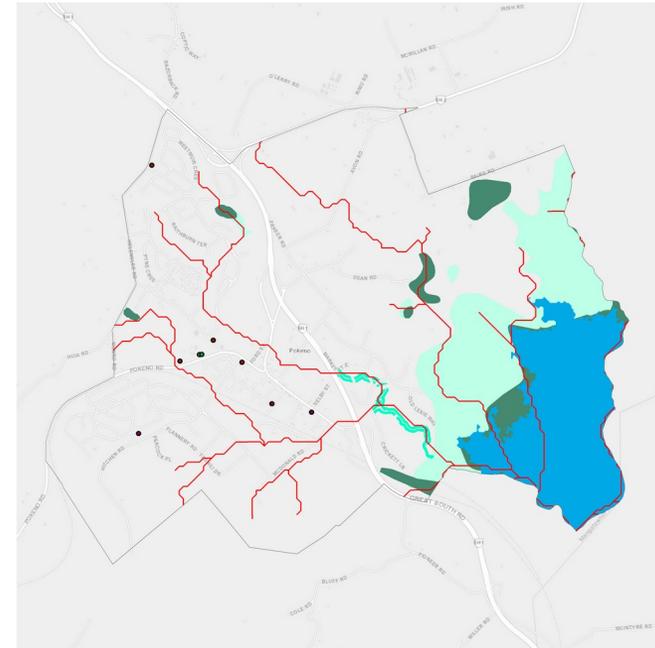
- Public Housing Waitlist (\*NB: Waikato District) = 270
- 0 Employment services
- 2 Māori wards (0 direct mana whenua representation on council)
- 1 Social service ('Kids afterschool')
- 2 Private sector/'core' services (Countdown, NZPost)

## Toiora

- 4 Health services
- 0 Kaupapa Māori health services
- 34mins to metropolitan hospital
- 5 Education services

## Mauriora

- 0 Māori medium education services
- 0 Marae





# StoryMaps: Amplifying aspirations

- Interactive & multimedia digital stories
- More inclusive & engaging
- Process fostered connection between mana whenua and settler families
  
- But key questions around Māori Data Sovereignty
  - Proprietary software
  - Data storage and access
  - Who has control of the map?
  - Indigenous data infrastructure & alternatives required





# StoryMaps

## Our Story

Te Haukainga me ngaa Mana Whenua o Pookeno

29 March 2022

**Mookau ki runga; Taamaki ki raro**

Mookau (near Awakino) to the top, Taamaki Makaurau (Auckland) to the bottom

**Pare Hauraki, Pare Waikato**

The boundaries of Hauraki, the boundaries of Waikato

**Ko Mangatootoa ki waenganui**

To Mangatootoa that resides in between

**Te Kaokaoroa o Paateretere**

To the place called 'the long armpit of Paateretere.



Scene Viewer

## History - Making Mana Whenua Invisible

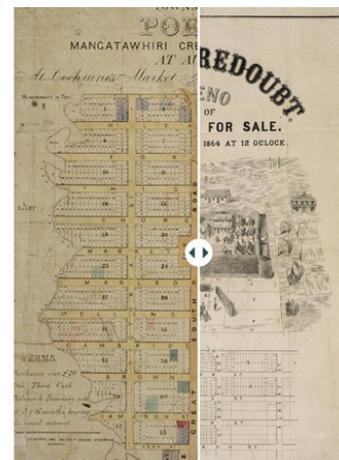
### Pre colonisation

Ngaati Naho and Ngaati Tamaoho were the hapuu that occupied Pookeno and surrounding areas in pre-colonial times. The Taamaki isthmus, lower Waikato river and Hauraki Plains are all areas that were densely occupied by Maori in pre-European times (WDC, 2016).



### Colonisation, Paakehaa settlement, and Pookeno's growth as a service centre

Shortly after invasion, land in Pookeno was surveyed and auctioned to settlers. It was advertised as 'The City of the Waikato' and as suitable for 'Homes for Military Settlers and Traders. There was no visible mana whenua presence in the infrastructure of Pookeno. Street names and signs were in English, and conjured images of the British Isles. In the 1900s Pookeno was largely a service town and fuel stop, with links to agricultural communities in neighbouring areas









# Māori Data Sovereignty: Challenges

Keeping MDS at front-of-mind when:

- Collecting data for StoryMaps
- Retrieving data from IDI
- Disseminating data e.g. Journal articles



# Key Learnings

- Demography/Geography as a tool of colonisation, land alienation, exclusion, extractive research
- Data quality, appropriateness, accessibility
- Wellbeing – holistic and integrated
- Community directing while still addressing research questions
- Prioritising community impact over publications



# Kia ora

## Moana Rarere & Dr Jesse Whitehead

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Auckland



Te Ngira  
Institute for  
Population Research

THE UNIVERSITY OF WAIKATO

National  
**SCIENCE**  
Challenges

BUILDING BETTER  
HOMES, TOWNS  
AND CITIES

HE KĀINGA  
WHAKAMANA TANGATA  
WHAKAMANA TAIAO



THE UNIVERSITY OF  
**WAIKATO**  
*Te Whare Wānanga o Waikato*



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