



### The Main Points

1. Whānau Ora is a part of a wider agenda for Māori and Pasifika development
2. Whānau Ora is built around an integrated model of development that encompasses economic, social and cultural dimensions
3. Whānau Ora is about addressing the impacts of whānau disadvantage as well as assisting families to be strong, capable, resilient and self-managing
4. Whānau Ora requires governance & management that can bring:
  - an integrated approach (economic, social, cultural)
  - a national focus
  - a regional presence
  - credibility with iwi, Māori & Pasifika communities
  - high levels of accountability



## Sharing the Learning Auckland 2011 – Growing the Model

Task	Aim
Socialising the model	Whanau Ora model normalised across agencies, Iwi and Government
Refocusing the model	? Vulnerable whānau ? Strengthen capability building ? Re-balance provider profiles
Quantifying the model	Setting affirmation targets Measuring adverse whanau incidents Measuring whānau achievements
Incentivising the model	? Rewards if targets exceeded ? Penalties if targets not met
Devolving the model	From the State to Māori



- 1 Whānau Ora is part of a wider agenda for Māori and Pasifika development



**Five Hui in 2012 – (1) Kotahitanga Hui**



**Papawai Marae**

29 September 2012

Paremata Māori  
(120<sup>th</sup> anniversary)

Descendants of original members



Intergenerational transfers of whakapapa,  
initiative, and a search for self determination

Reflections and aspirations

**Five Hui in 2012 – (2) Māori Womens Welfare League  
Conference**



60<sup>th</sup> Conference  
since  
establishment  
in 1951



Advocates,  
champions, and  
role models for  
families

**Five Hui in 2012 – (3) Turangawaewae Hui  
Kingi Tuheitia , NZ Māori Council, Iwi Leaders**



Tuheitia Paki

A Hui to discuss the control and management of water and waterways  
10 September 2012



100<sup>th</sup> anniversary of the succession of Te Rata Te Wherowhero



Turi Carroll

50<sup>th</sup> anniversary of the formation of the NZ Māori Council in 1962

**Five Hui in 2012 – (4) Federation of Māori Authorities (FoMA)**



Traci Houpapa  
Chair 2012



Miraka Dried Milk Plant, Mokai

A Hui to celebrate the 25<sup>th</sup> anniversary of FoMA  
Taupo  
2-4 November



Ta Hepi Te Heuheu  
Chair 1997



*'economic gains cannot be considered without also considering gains for whānau'*

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### Five Hui in 2012 – (5) Pasifika Festival



The 20th Annual Festival for Pasifika families and communities to celebrate common bonds, culture, food, education & talent

### A 6th Hui The Whānau Ora Planning Workshop

*'Whānau Ora is an integral part of a Development Agenda for Māori & Pasifika'*



Paremata Māori 1892



2010



NZMC 1962



1951



FOMA  
Federation of Māori Authorities  
Me Te Kōwhiri

1987



1992



**Whānau Ora: Māori & Pasifika Development**

**As a core component of Māori development, Whānau Ora must be aligned to Iwi strategies, Māori community goals, and Māori progression through the 21<sup>st</sup> century**

**Pasifika Whānau Ora programmes should also be aligned to the broad directions that the Pasifika leadership will pursue through communities, churches, education, health, connections with Island states, and the maintenance of traditional cultures.**



**2 Whānau Ora is built around an integrated model of development that encompasses economic, social and cultural dimensions**



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### Whanau Ora & Integrated Development



*An integrated approach recognises that economic, social, cultural and environmental dimensions are inter-related and one cannot be adequately progressed without the others.*

MĀORI  
TELEVISION



### Whānau & Integrated Development



Whānau have the potential to:

- generate wealth,
- participate in the use & management of customary lands, resources
- promote learning and the acquisition of old and new knowledge,
- act as role models for healthy lifestyles,
- connect with turangawaewae,
- enable access te ao Māori and Pasifika cultures,
- champion full participation in society.

### Whanau Ora, economic, cultural, & social gains



**Sustained Māori and Pasifika economic, social and cultural growth will depend on strong whānau who are able to provide a wide range of capabilities necessary for Māori and Pasifika communities in the future.**



### Whanau Ora, economic, cultural, & social gains Rebalancing Whānau Ora Collectives

Team members who are skilled in

- crisis intervention (health, education, welfare)  
*as well as*
- health literacy
- financial literacy,
- parenting and dispute resolution
- communication technologies,
- sport and exercise,
- te reo Māori, the languages of the Pacific
- Māori land law,
- education - ECE, primary secondary, tertiary
- business and enterprise,
- etc etc





**3 Whānau Ora is about addressing the impacts of whānau disadvantage as well as assisting families to be strong, capable, resilient and self-managing**



**Māori & Pasifika Disadvantage**

- Lower incomes
- Limited access to goods and services
- Alienation from society, te ao Māori, Pasifika cultures
- Lower standards of health and education
- Over-representation in prisons, hospitals, state care, unemployment
- Under-representation in universities, the professions, local authorities
- Higher prevalence of almost all diseases, including metabolic diseases, mental health, suicide, cancers – often untreated



## BUT

An emphasis on disadvantage alone will make actual and potential Māori & Pasifika advancement invisible

Focusing only on whānau problems and disadvantage masks the real strengths that are waiting to be unleashed



## The Main Challenge

How can  
Whānau who are disadvantaged  
become  
Whānau who are flourishing ?

Whānau  
access to  
resources

+ Capable  
whānau  
members

+ Collective  
whānau  
capabilities

= Te Puawaitanga  
o Ngā Whānau  
Flourishing  
Whānau

• Te Puawaitanga o te Whānau, Massey University



## Catalysts for Capability Building



*the major contribution of external whānau interventions is to foster the development of whānau leadership and motivation so that whānau decision-making can be effective for current and future generations.*



## Catalysts for Whanau Transformation Provider Collectives

- ✓ A range of skills and experience, largely in health & social services
  - ✓ Front line services will continue to be critical for many whānau
- How can collectives have more efficient and effective approaches e.g.
- 'specialist' teams to address major problem areas such as employment, educational underachievement, diabetes, offending.
  - a team of whānau navigators highly skilled in:
    - ascertaining whānau aspirations
    - mediating whānau tensions
    - brokering opportunities for whānau.



## Catalysts for Whānau Transformation Dual Pathways

- ✓ Deal with the impacts of disadvantage  
health problems, educational failure,  
unemployment, offending, unstable relationships
- ✓ Build strong capabilities within whānau
  - leadership,
  - financial management,
  - technological literacy,
  - fluency in te reo Māori,
  - lifelong learning,
  - communication
  - engagement in marae & culture
  - effective parenting
  - income generation
  - healthy nutrition
  - health literacy
  - recreation & sport
  - employability
  - cohesiveness



*'the term 'service providers' might be outdated for a task that is essentially about brokering opportunities'*

## Catalysts for Whānau Transformation Educational Initiatives



### The Past Quarter Century

- Rapid uptake of ECE
- of Kura Kaupapa & Whare Kura
- Educational policies recognise  
Maori aspirations and Maori  
knowledge
- Multiple Tertiary Educational  
pathways
  - Universities
  - Institutes of Technology
  - Wananga
  - Private Training Organisations
- Significant research capacity

### Catalysts for Whānau Transformation Sporting Initiatives

IRONMAORI

TŪ TGA



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### Catalysts for Whānau Transformation Iwi Initiatives

WAKATO-TAINUI  
GAMES 2012

  
Rangitane o Tamaki māi e Rua





### Catalysts for Whānau Transformation Spiritual Awareness



### Catalysts for Whānau Transformation Iwi & Community Initiatives



#### 4 The governance & management of Whānau Ora

requires:

- an integrated approach to whānau development
- a national focus
- a regional presence
- credibility within Maori and Pasifika communities and Iwi.



#### The Governance and Management of Whānau Ora – Current Arrangements

- a nation-wide system
- 33 Whānau Ora Provider Collectives,
- Pasifika Providers
- 10 Regional Leadership Groups,
- a management and research group in TPK
- assistance from Health, MSD, MoE,
- Governance Group includes
  - CEOs of TPK, MoH, MSD, MEd officials
  - three 'community' representatives



## The Governance and Management of Whānau Ora – Working Group

- A Working Group was established in 2012 to advise on the best governance and management arrangements for Whānau Ora in the future.
- A decision on which agency or organisation might best assume responsibility for Whānau Ora has yet to be made
- Over the past two and a half years it has become clear that the governance and management of Whānau Ora must ultimately have sufficient breadth and depth to enable whānau to flourish.



## The Governance and Management of Whānau Ora – Future Considerations

1. Whānau Ora is built around integrated development
2. Whānau Ora will go beyond 'providing a service' to facilitate whānau initiative and the realisation of whānau strengths.
3. Whānau Ora plays a national role with a requirement to interact with Government on a regular basis, to provide advice to the Minister Whānau Ora, and to be accountable for funding decisions.
4. Whānau Ora should also have a strong regional presence so that whānau circumstances and local networks can be better assessed
5. Systems for the governance and management of Whānau Ora must have credibility within Māori and Pasifika communities and with Iwi.



## Whānau Ora Planning Workshop

*Ko te pae tata  
Whakamaua, kia tina*

*Ko te pae tawhiti  
Whaia, kia tata*

*Manage today  
and  
Shape tomorrow*



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