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A summary of the report:

## **He Mätai Täpoi Mäori: A Study of Barriers, Impediments and Opportunities for Mäori in Tourism**

prepared by Te Puni Kōkiri and the Office of Tourism and Sport from  
the original 4 July 2001 report by The **Stafford** Group



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***This summary of the He Mātai Tāpoi Māori study has been prepared by Te Puni Kōkiri and the Office of Tourism and Sport to assist those interested in reviewing and providing feedback on the report. It does not contain all the information provided in the report. Readers are encouraged to refer to the full report, which can be found at: [www.tpk.govt.nz](http://www.tpk.govt.nz) or [www.otsp.govt.nz](http://www.otsp.govt.nz).***

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## INTRODUCTION

“He Mātai Tāpoi Māori: a Study of Barriers, Impediments and Opportunities for Māori in Tourism” was commissioned jointly by the Office of Tourism and Sport and Te Puni Kōkiri and received in July 2001.

This Summary report focuses on the recommendations made in that Study, and seeks your feedback. The full He Mātai Tāpoi Māori report is approximately 100 pages plus appendices, and is available through the Te Puni Kōkiri ([www.tpk.govt.nz](http://www.tpk.govt.nz)) and Office of Tourism and Sport ([www.otsp.govt.nz](http://www.otsp.govt.nz)) websites.

We are seeking feedback on the recommendations of the Study from a wide range of stakeholders including:

- Māori, particularly Māori, iwi, whanau and hapū involved in the tourism area
- Key tourism industry players
- The finance and banking industries
- Key government agencies

We would appreciate any comments you may have on the recommendations of the report, as outlined in this Summary, for example:

- Whether you agree or disagree with the recommendations and why;
- Whether you think the recommendations would assist Māori in tourism;
- Which recommendations you think are most important;
- Who you think should be involved in implementing the recommendations;
- How you think this might be done and what issues might arise.

Comments are requested:

**by: Friday 2 November**

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Please indicate if you would like to receive information on the outcomes of this process, and provide your contact details to make this possible.

More information on follow up to this process is provided on page 23.

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## **OBJECTIVES OF THE STUDY**

The key objectives for He Mātai Tāpoi Māori were to:

- (a) determine the extent of Māori involvement ie. employment, investment, business ownership and operations, Maori tourism product supply and demand and commercial performance in the tourism sector and compare this to non-Maori involvement;
- (b) identify barriers and impediments which are unique to Māori and which inhibit Māori involvement and performance in the tourism industry; and
- (c) identify opportunities for Māori involvement in the tourism industry in employment and business development and recommend policies for capacity building and improving involvement and commercial performance.

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## METHODOLOGY

The following activities were undertaken by The**Stafford**Group in preparing He Mātai Tāpoi Māori:

- A project team was formed, consisting of: Albert Stafford, Karin Rose (The**Stafford**Group), Dr Alison McIntosh (Lincoln University), Hinurewa te Hau (Paewaho Consultants).
- A Māori Tourism Business Committee was formed to peer review the Study as it developed and advise the project team on Māori perspectives. The members were: Grace Edmonds, Derek Fox, Leah Ratana-Clubb, Marcus Solomon, Te Rehia Tapata-Stafford.
- An extensive review of available literature and statistics was conducted
- Structured interviews were conducted with: 33 Māori tourism operators; 23 non-Māori tourism operators; 14 financial institutions (including trading and investment banks); 15 regional economic development agencies; and 12 relevant government agencies.
- A short form questionnaire was distributed to 500 tourism businesses throughout New Zealand by a specialist market research company, with a response rate of 32% (162 responses).
- A short form questionnaire was distributed to 60 inbound tour operators in New Zealand and offshore by a specialist market research company, to obtain their views on Māori tourism. The response rate was 47% (28 responses).
- Case studies were undertaken for: Ngai Tahu; Te Papa; Tamaki Tours; Whakarewarewa Thermal Village; Whale Watch Kaikoura; Wakatu Incorporation; and Waitomo Down Under.
- Two preliminary reports were presented to the Office of Tourism and Sport and Te Puni Kōkiri, focusing on the first two objectives for the Study (these reports are also available on the OTSp and TPK websites, and were attached as Appendices 2 and 3 to the Study report). These were the:
  - He Mātai Tāpoi Māori, Barriers and Impediments Short Report; and
  - He Mātai Tāpoi Māori, Key Findings Report.
- The final draft of the Study was peer reviewed by Julie Warren (CRESA) and members of the Māori Tourism Business Committee.

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## KEY FINDINGS

The full Study report outlines a range of key findings from the research that led to the development of the recommendations.

Selected key findings from the Study are outlined below. Readers are directed to the full Study report for further detail and discussion on the key findings.

### ***Employment***

- The proportion of Māori employees in the tourism sector is less than the proportion of Māori in the general population.
- Survey data indicated that Māori are underrepresented in middle and upper management positions within the tourism industry.
- Low levels of confidence among Māori have arguably prevented greater levels of Māori participation and performance in the tourism industry.
- In the tourism business survey, Māori employees were less likely than non-Māori to have a tourism related qualification. Māori employees were much more likely to have worked for more than two years for a Māori tourism business than a non-Māori tourism business.

### ***Māori Tourism Businesses***

- There are no comprehensive statistics on Māori in tourism or in business generally, as Statistics New Zealand business surveys do not identify businesses by ethnicity.
- In Māori tourism operator interviews, it was reported that less than 40% of Māori staff held any form of tourism qualification.
- These Māori tourism operators prefer to employ (and employ a majority of) Māori staff.
- Māori tourism businesses interviewed reported generally low turnover (\$50,000-\$350,000 per annum).
- 88% of the businesses interviewed were 100% owned by Māori, and any non-Māori ownership was passive. Of the 162 respondents to the tourism business survey, 2.9% indicated their businesses were 100% owned by Māori, and 8.6% of the businesses were owned 50% or more by Māori.
- The 40% of Māori tourism businesses interviewed who supplied information on gross profit and debt equity indicated low profit ranges of \$10,000 to \$60,000 and very low debt / equity ratios ranging from 0-10%.
- Most of the Māori businesses responding to the tourism business survey had been operating more than five years and had more employees than non-Māori businesses.
- Māori tourism businesses surveyed were twice as likely as non-Māori tourism businesses to sell Māori tourism product.
- 56% of Māori businesses surveyed considered there are barriers or impediments to Māori participation and performance in the tourism industry compared to 24% of non-Māori businesses.

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### ***Māori Views of the Tourism Industry***

- Negative perceptions of the industry include risks associated with seasonality, business failure, impacts on culture and taonga, uncertainty of employment and low returns on investment.
- Māori consider it is difficult to raise finance for tourism projects from banks.
- There is a perception among Māori that there are limited tourism product development opportunities for Māori.

### ***Investment and Finance Community Views of Māori Tourism***

- Interviewees in the investment and finance community considered tourism to be a high risk industry, though Māori tourism projects were not viewed as more high risk than non-Māori tourism projects.
- Institutions were interested in gaining and retaining Māori business – a small number had engaged Māori liaison personnel for this purpose.
- Māori are generally perceived as reticent about approaching banks for finance.
- Māori applicants for investment funding are often ill prepared eg. lacking feasibility studies or business plans and were reluctant to employ external expertise or advice.
- Joint decision making by iwi or hapu groups, rather than delegation to one decision maker, could be a barrier to Māori groups gaining funds.
- Often no corporate or other structure for investment decisions exists, and this deters investment by financiers.
- Tourism ventures chosen by Māori groups are often not a good fit with their existing experience or expertise.
- Interviewees expressed concern about Māori groups focusing on gaining income to fund other socio-economic activities for the group, rather generating a return on the investment.
- Māori funding applicants often had insufficient or unsuitable asset backing.
- Other barriers included over-representation of Māori in lower socio-economic groups, multiple owned land, iwi not favouring efforts of some individuals and reluctance to risk assets as security against borrowed funds.
- Interviewees considered there are few Māori with the skills and knowledge necessary to start businesses from scratch.

### ***Demand for Māori Tourism Product***

- For the year to December 2000, Māori performances were one of the top 15 attractions visited by international visitors.
- International visitors increased by 10% in the year to December 2000, at the same time visitors who experienced a Māori performance increased by 19% and an organised Māori tour by 1%.

### ***Inbound Tour Operator Views of Māori Tourism Product***

- 93% of the 28 inbound tour operators surveyed sold Māori tourism product.
- Demand for these products was considered to be average or low compared to other product on offer.

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- Only 25% of respondents thought the product well promoted, whereas 68% said it was satisfactorily or poorly promoted.
  - The inbound tourism operators expressed concern about lack of new product, limited variety of product, variability in quality and uncompetitive pricing.
  - Main reasons perceived for marketability of product were: professionalism, aspects of the experience and marketing.

***Key Barriers and Impediments to Māori Participation in Tourism Identified in the Report***

- Lack of tailored market research on Māori and for Māori
- Under-representation of Māori in key decision making roles in the tourism industry
- Difficulty experienced by Māori in securing debt and equity finance
- Lack of adequate and appropriate consultation with Māori in key tourism industry decisions
- Lack of training and education of Māori in tourism and tourism related careers

Top three barriers identified by Māori businesses surveyed were:

- Lack of education
- Lack of understanding
- Attitudes and professionalism

Top three barriers identified by all businesses were:

- Attitudes and professionalism
- Lack of education
- Willingness to participate

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## **LIST OF RECOMMENDATIONS**

He Mātai Tāpoi Māori makes a range of recommendations aimed at reducing barriers or impediments for Māori in tourism and increasing opportunities. These are grouped under ten main headings, which are listed below. Many of the recommendations are interlinked. They are listed in the order of priority identified in the report. Further information on these recommendations is provided in the next section.

- 1      Develop and implement a market research programme for Māori tourism.**
- 2      Develop and implement a Māori tourism strategy.**
- 3      Develop and implement a broad reaching capacity building campaign (not necessarily confined to the tourism industry).**
- 4      Facilitate more effective consultation between Māori and government.**
- 5      Facilitate and increase the representation of Māori interests within tourism bodies.**
- 6      Facilitate improved access to finance and other assistance for existing and potential Māori tourism businesses.**
- 7      Facilitate access to more tightly defined business skills and tourism training courses.**
- 8      Protect intellectual and cultural property.**
- 9      Facilitate Māori self-determination.**
- 10     Facilitate Māori product development to meet market needs.**

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## FURTHER DETAIL ON RECOMMENDATIONS

Some further information regarding the background to the recommendations in the Study is given below. Refer to the full Study report for complete detail around the recommendations and the rationale behind them.

### **1. Develop and Implement a Market Research Programme for Māori Tourism**

<b>Initiative</b>	Market research collection (including research on product, branding, visitor satisfaction, business success, business distribution and attitudes toward tourism)
<b>Responsibility</b>	<i>Tourism Research Council of New Zealand</i>
<b>Initiative</b>	Input for the programme
<b>Responsibility</b>	<i>Statistics New Zealand, Tourism NZ, Office of Tourism and Sport, Ministry of Economic Development, Tourism Research Council, Māori representative bodies and operators, Te Puni Kōkiri, Māori Sub-Committee of Tourism New Zealand, Tourism Industry Assn (whole of government and partnership approach)</i>
<b>Funding</b>	Tourism Research Council of New Zealand and Te Puni Kōkiri (to be free to industry)
<b>Timeframe</b>	Within six months and ongoing

#### **Rationale**

- Few, if any, agencies gather or hold statistical information on Māori businesses, including tourism businesses.
- There is a dearth of up to date and robust statistical information on the tourism industry generally.
- Market research data is needed to assist tourism planning for Māori operators and government.
- Existing research including tourism research, household labour force surveys and the census either do not use a common ethnicity variable.
- There is often a charge for data or documents, inhibiting business start up or expansion.
- Documents are often presented for statisticians and require mathematical knowledge, rather than for end users.
- No ongoing research specifically deals with Māori tourism businesses or product.
- Accurate information would challenge many negative perceptions Māori have of the tourism industry and ensure Māori can prepare applications for finance based on sound research.
- Consideration needs to be given to definitions of a Māori tourism business and Māori tourism product.
- Data should be kept current, be available free of charge, be available on the internet and to regional tourism organisations for member use.

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## **2. Develop and Implement a Māori Tourism Strategy**

<b>Initiative</b>	Development in parallel with the New Zealand Tourism Strategy 2010 (to be integrated at a later date)
<b>Responsibility</b>	<i>Tourism New Zealand, Office of Tourism and Sport, Te Puni Kōkiri, Tourism Industry Assn, other government departments and agencies, Māori industry groups</i>
<b>Initiative</b>	Implementation
<b>Responsibility</b>	<i>Government, industry, Māori, the proposed new Māori Tourism Development Group (in Tourism NZ) and Māori Tourism Industry Group (in the Tourism Industry Assn)</i>
<b>Timeframe</b>	Within six months and continually revised as living document

### **Rationale**

- Māori have had input into the New Zealand Tourism Strategy primarily through the Māori Tourism Advisory Group.
- Concern was expressed in the course of the Study that the Tourism Strategy Group might not have been mandated to work in true partnership with the Māori Tourism Advisory Group.
- The Study recommends a complementary Māori Tourism Strategy be developed as a stand alone Strategy, capable of being fully integrated with the New Zealand Tourism Strategy, on a partnership basis.
- A Māori Strategy is needed to give direction to marketing efforts to promote Māori tourism product, to ensure Māori intellectual and cultural property is appropriately used and promoted, to ensure Māori tourism product development is demand led rather than supply driven, to ensure the barriers and impediments identified to Māori in the industry are addressed and to encourage a whole of government and partnership approach in marketing New Zealand overseas.
- The Strategy must be widely distributed and remain a living, working document.

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### **3. Develop and Implement a Broad Reaching Capacity Building Campaign**

<b>Initiative</b>	Development
<b>Responsibility</b>	<i>An independent organisation eg. an Education Consultancy jointly with an Advertising Agency</i>
<b>Initiative</b>	Input
<b>Responsibility</b>	<i>Office of Tourism and Sport, Te Puni Kōkiri, Tourism New Zealand, Ministry of Economic Development, Māori representative bodies, Tourism Industry Assn (whole of government and partnership approach)</i>
<b>Funding</b>	Ministry of Economic Development or Industry New Zealand as an additional line item to their Vote
<b>Timeframe</b>	Should run for at least 2 years, beginning within 1 year and open to repetition as needed

#### **Rationale**

- Many Māori suffer low esteem and confidence levels and consider media coverage of Māori to be predominantly negative.
- The issues are not limited to the tourism industry, the campaign should therefore be broader than that.
- The campaign should utilise the market research obtained under Recommendation 1.
- The campaign should address: low Māori self-esteem and confidence levels; the perception that Māori are a down trodden community; the need to impart information on banking practices to Māori and information on the tourism industry and Māori participation to the finance industry; the partnership between government and Māori; the availability of finance, mentoring and education; the need to encourage self-determination among Māori; and the successes of Māori in the economy (being mindful of the tall-poppy syndrome).
- The campaign will need to reach both Māori and non-Māori, being aware of the preference by many Māori for information to be brought to them face to face.
- Positive role models should be chosen from the many successful Māori tourism (and other) businesses.
- The success of the campaign should be monitored regularly, say quarterly.
- Desired outcomes would include high community awareness of the campaign, evidence of attitudinal shifts, a desire by more Māori to assess tourism business opportunities, evidence of increased Māori enquiries about business start ups, a desire by Māori to undertake tourism and commercial training and enquiries to Industry New Zealand and regional economic development agencies for assistance.

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#### **4. Facilitate More Effective Consultation between Māori and Government**

<b>Initiative</b>	Facilitating a Strategic Interagency Group – with key Government bodies to meet initially by themselves and then quarterly with Māori
<b>Responsibility</b>	<i>Key government agencies and Māori</i>
<b>Initiative</b>	Identifying opportunities to establish relationship agreements between government departments and agencies
<b>Responsibility</b>	<i>Te Puni Kōkiri</i>
<b>Initiative</b>	Facilitating improved consultation with government
<b>Responsibility</b>	<i>Whole of government</i>
<b>Timeframe</b>	Ongoing, to begin within six months

#### **Rationale**

- During the Study, Māori expressed general dissatisfaction with the way in which Māori are consulted on tourism matters.
- For consultation to be affected in true partnership, both Māori and government will need to compromise.
- Legislation establishing government bodies should incorporate a requirement to have regard to the needs of Māori.
- The capacity building campaign should encourage partnership between Māori and non-Māori.
- A whole of government approach should be taken to tourism and Māori tourism issues.
- Relationship agreements between government agencies on matters relevant to tourism, and on Māori tourism in particular, should be the norm.
- Representation of Māori interests on key tourism bodies, not by individuals but by bodies of Māori tourism representatives, should be encouraged.
- Consultation needs to acknowledge there may not be a united Māori voice.

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## **5. Facilitate and Increase the Representation of Māori Interests with Tourism Bodies**

**Initiative**                      Establish a Māori Tourism Development Unit within Tourism New Zealand

**Responsibility**                *Tourism New Zealand*

**Initiative**                      Establish a Māori Tourism Industry Group

**Responsibility**                *Tourism Industry Association*

**Funding**                      Additional Vote: Tourism funding for the Māori Tourism Development Unit. Tourism Industry Association to fund Māori Tourism Industry Group

**Timeframe**                    Within six months

### **Rationale**

- Consideration was given to the merits of a stand-alone Māori tourism representative body. The option was discounted as historically such bodies have had limited success and the responsibilities required would make one organisation large and unwieldy. Funding would also be difficult, it may be marginalised by other agencies or may end up duplicating existing work.
- The need for greater representation of Māori interests in key decision making roles was promoted in interviews and surveys for the Study. This idea is not new.
- Key tourism bodies for Māori input are considered to be Tourism New Zealand, the Tourism Industry Association and any bodies established to implement the New Zealand Tourism Strategy.
- Representation of Māori interests on key tourism bodies will not in itself resolve issues of consultation with and representation of Māori in the tourism industry.
- It is also important that existing representative Māori organisations have opportunity to input into decision-making processes and not be marginalised by any new bodies.

### *Tourism New Zealand*

- The two existing Māori Board members on Tourism New Zealand have not been appointed to represent Māori, but in recognition of their experience in the sector.
- The Māori Sub-Committee of Tourism New Zealand has primarily a policy mandate, rather than a mandate to improve participation of Māori in tourism.
- The existing relationship agreement between Te Puni Kōkiri and Tourism New Zealand does not require specific strategies, but sets the ground for cooperation.
- The creation of a new Māori Tourism Development Unit within Tourism New Zealand would be in addition to these initiatives. Being within Tourism New Zealand, the Unit would work with existing initiatives, rather in competition.
- The aims would be to:

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- Identify and promote opportunities for Māori in the tourism industry using market research data
  - Develop and enhance the marketing and promotion of Māori tourism product offshore by Tourism New Zealand.
  - Provide assistance to the Māori Sub-Committee of Tourism New Zealand.
  - Work with industry, particularly the Tourism Industry Assn, to develop relationships.
  - Tourism New Zealand should be formally required to have regard to the views and decisions of the Unit.
  - A manager and approximately 4 staff should staff the Unit, reporting to the Tourism New Zealand Chief Executive. It would be semi-autonomous.

*Tourism Industry Association of New Zealand*

- The Study recommends a Māori Tourism Industry Group (MTIG) be established under the Tourism Industry Association to provide a collective Māori voice on tourism matters.
- A Board for MTIG would be elected from MTIG's membership base. The MTIG Board would work in partnership with the Tourism Industry Association Board.
- The Tourism Industry Association should be formally required to have regard to the views and decisions of MTIG eg. through the Association's constitution.
- The MTIG Board would work closely with the Tourism Association Board and the Māori tourism industry, acting as an advocacy group to government on issues affecting Māori tourism operators, providing networking opportunities for Māori tourism operators and representing the interests of Māori tourism operators and Māori regional tourism organisations.

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## **6. Facilitate Improved Access to Finance and Other Assistance for Existing and Potential Māori Tourism Businesses**

<b>Initiative</b>	Identify and gather market research required by the finance sector to facilitate greater investment in Māori tourism
<b>Responsibility</b>	<i>Tourism Research Council New Zealand</i>
<b>Initiative</b>	Conduct presentations and round table sessions with financiers etc.
<b>Responsibility</b>	<i>New Māori Tourism Development Unit and new Māori Tourism Industry Group</i>
<b>Initiative</b>	Conduct presentations to Māori groups
<b>Responsibility</b>	<i>Tourism Research Council New Zealand, Te Puni Kōkiri, new Māori Tourism Development Unit</i>
<b>Initiative</b>	Establish and maintain a central database of Māori tourism assets
<b>Responsibility</b>	<i>The new Māori Tourism Development Unit within Tourism New Zealand</i>
<b>Initiative</b>	Encourage greater participation by Māori in the finance sector
<b>Responsibility</b>	<i>Ministry of Economic Development</i>
<b>Initiative</b>	Encourage a Business Angels (mentoring) Programme
<b>Responsibility</b>	<i>Ministry of Economic Development</i>
<b>Initiative</b>	Disseminate more user-friendly information on banking products
<b>Responsibility</b>	<i>Finance sector and Ministry of Economic Development</i>
<b>Initiative</b>	Appoint a Māori Banking Ombudsman
<b>Responsibility</b>	<i>Ministry of Economic Development and Treasury</i>
<b>Timeframe</b>	Progress within six months. Monitoring of access to be ongoing, possibly by the Māori Banking Ombudsman

### **Rationale**

- There is a perception, shared by non-Māori and Māori, that finance for start up and small to medium sized businesses is limited in availability.
- The Study recommends no new funding bodies be created. A list of existing funding bodies is supplied in the Study. Further bodies would risk duplication.
- Government should not provide handouts or soft loans to Māori for establishing or growing businesses. The cycle of dependency must end.
- The capacity building campaign should also address the concerns of the finance industry about tourism and Māori ventures.

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- Presentations to the finance and investment sector on growth and opportunities and roundtable sessions with banks and Māori representatives, informed by the market research campaign, will increase understanding.
  - Māori also need to be provided with information about banking practices and requirements for funding on a more proactive basis.
  - A central database of Māori assets would facilitate contact by banks to progress opportunities.
  - Education programmes need to inform Māori, among other things, that non-Māori and Māori can face the same problems approaching banks for finance; of the standard criteria for assessing funding applications; of the need for feasibility studies; the need to have clear delegated authority when dealing with banks; the need for Western style governance and operations models; the existence of Māori client liaison staff at some banks; and the need for clear profit / cost centres for businesses.
  - Financial institutions should distribute information on banking products directly to Māori and more Māori could be encouraged to take up careers in the finance industry, perhaps through institutional scholarships or government employment subsidies.
  - A business angels programme can assist Māori with business proposals, including whether to invest in ventures.
  - A banking ombudsman should be appointed to monitor the success of these recommendations and investigate complaints made by Māori about access to traditional sources of finance etc across all sectors (not only tourism).
  - A Māori banking ombudsman would address the preference of many Māori to raise problems with Māori; the perception that there is inbuilt racism in many areas of the finance sector; provide financiers with an incentive to better understand Māori needs, knowing any inquiry would be made public; and refine the workload of the existing ombudsman.

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## **7. Facilitate Access to More Tightly Defined Business Skills and Tourism Training Courses**

<b>Initiative</b>	Investigation into the quality and quantity of education programmes
<b>Responsibility</b>	<i>Universities, Polytechnics, BIZ and tourism operators with the Ministry of Education, Office of Tourism and Sport and the Tertiary Education Advisory Commission</i>
<b>Initiative</b>	Increase awareness of programmes
<b>Responsibility</b>	<i>Capacity building campaign</i>
<b>Timeframe</b>	Investigation within six months, awareness campaign to follow

### **Rationale**

- The Study's findings indicate Māori are less likely than non-Māori to have completed tourism or tourism related training and lack commercial training.
- Māori enrolments in tertiary courses doubled between 1991 and 1997, but these courses are more likely to be basic vocational and remedial courses.
- An assessment of BIZ courses in 2000 indicated that mentoring was appealing, having a Māori trainer was appreciated and courses designed for Māori increased confidence. Fees could lend credibility and encourage attendance.
- The capacity building campaign should aim to make Māori more aware of courses available and the realities of the tourism industry by taking the information to the marae.
- Concerns were expressed by various respondents during the Study about the quality of the tourism and tourism related courses and commerce courses available, suggesting an investigation into course quality should be carried out.
- All courses need to be standardised, relevant to industry needs, address management skills, provide realistic information on start-ups, commercial dealings, applying for funds, who to approach for mentoring, cater to Māori learning styles, promote opportunities for work experience and have a continuing education component.
- Mentors need to be well chosen, as not all successful business people make good mentors. Networking opportunities can bolster their activities.
- Te Puni Kōkiri could take responsibility for developing and maintaining networking and mentoring programmes.

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## 8. Protect Intellectual and Cultural Property

**Initiative** Investigation into what constitutes Māori cultural property and cultural property rights

**Responsibility** *The new Māori Tourism Development Unit and Te Papa with input from Te Puni Kōkiri and other government agencies, Māori representative bodies and tourism operators*

**Initiative** Ensuring legislative protection for intellectual and cultural property rights through lobbying government for required legislative enactments and amendments

**Responsibility** *The new Māori Tourism Industry Group, new Māori Tourism Development Unit and the Māori Sub-Committee of Tourism New Zealand*

**Initiative** Monitoring the use of intellectual and cultural property for tourism promotion purposes

**Responsibility** *The new Māori Tourism Development Unit, the Māori Sub-Committee of Tourism NZ, the new Māori Tourism Industry Group and Te Puni Kōkiri*

**Initiative** Develop a Mark of Authenticity

**Responsibility** *The new Māori Tourism Development Unit, Māori Sub-Committee of Tourism NZ, new Māori Tourism Industry Group and Māori representative bodies and operators*

**Initiative** Develop and distribute a Media Information Kit

**Responsibility** *The new Māori Tourism Development Unit, the Māori Sub-Committee of Tourism NZ and the new Māori Tourism Industry Group*

**Timeframe** Progressed within six months, with regular revision

### **Rationale**

- The issue of protecting cultural and intellectual property rights has existed for many years.
- The Copyright Act 1994 apparently provides no protection for intellectual property rights of iwi, hapu and whanau. Te Puni Kōkiri, other government departments as appropriate and the Māori Sub-Committee of Tourism New Zealand should lobby for an investigation into potential amendments.
- Te Puni Kōkiri, with the Māori Sub-Committee of Tourism New Zealand and using a whole of government approach should ensure legislative amendments are made to protect Māori intellectual and cultural property rights.
- A well chosen mark of authenticity, similar in concept to the Brand New Zealand mark would earn a premium price and engender pride among those using it, create barriers to entry for those not using it, lend credibility to those providing aligned tourism product and authenticate the quality of those operators using it.

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## 9. Facilitate Māori Self-Determination

**Initiative** Promote the message of the need for self determination  
**Responsibility** *The capacity building campaign*

**Initiative** Distribute information on assistance available to Māori, particularly from Māori organisations  
**Responsibility** *Te Puni Kōkiri, Ministry of Economic Development, new Māori Tourism Development Unit, new Māori Tourism Industry Group or the Māori Sub-Committee of Tourism New Zealand, as appropriate*

**Timeframe** Within six months

### **Rationale**

- A common theme in interviews and literature was the need for Māori to take responsibility for their own business success or failure, and to acknowledge that increasing globalisation means they are competing globally, in a highly competitive environment.
- The capacity building campaign should promote the message that Māori should be agents of change, not victims of it, Māori must take ownership of the process. Also that change requires working in partnership with government, and may require some self-sacrifice.
- Larger Māori enterprises should take a lead in employing Māori contractors and challenging their financiers to support new Māori businesses.
- Information on organisations established by Māori to help Māori should be better distributed.

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## **10. Facilitate Māori Tourism Product Development to Meet Market Needs**

<b>Initiative</b>	Facilitating the development or enhancement of Māori tourism product
<b>Responsibility</b>	<i>The new Māori Tourism Development Unit, new Māori Tourism Industry Group and the Māori Sub-Committee of Tourism New Zealand</i>
<b>Initiative</b>	Introduce a Brand Māori initiative
<b>Responsibility</b>	<i>The new Māori Tourism Development Unit, new Māori Tourism Industry Group and the Māori Sub-Committee of Tourism New Zealand</i>
<b>Initiative</b>	Monitoring the development or enhancement of Māori tourism product and the Brand Māori initiative
<b>Responsibility</b>	<i>The new Māori Tourism Development Unit, new Māori Tourism Industry Group and the Māori Sub-Committee of Tourism New Zealand</i>
<b>Timeframe</b>	Progressed within twelve months, once market research recommended in (1) has begun

### **Rationale**

- There is significant demand for Māori tourism product, however the majority of inbound tour operators surveyed considered demand average or low and only 60% considered the Māori tourism product they sold to be excellent or very good.
- The respondents recommended better organisation, management and professionalism, stronger cultural depth and improved reliability of service.
- The new Māori Tourism Development Unit with Tourism New Zealand and the Tourism New Zealand Māori Sub-Committee should have responsibility to facilitate the development of Māori tourism product.
- Initiatives should have regard to market research on supply and demand, gaps in the product market, any Māori Tourism Strategy, the economic value of being Māori in the tourism industry, the need to ensure Māori are not set up to fail, the capacity building campaign, and the need to resolve any potential conflict over Māori control of the conservation estate.

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## PROCESS FOR FEEDBACK AND NEXT STEPS

At the moment, we are trying to reach a wide range of interested people to inform them of the Study and seek their views on the recommendations. We would like to hear the views of Māori including Māori in business, Māori tourism operators and Iwi, hapu, whanau with an interest in tourism. We would welcome any comment from interested people in the tourism industry, finance and banking sector, education sector and from government agencies. Please copy this paper to anyone you think may be interested.

This paper and the full Study report and appendices are available on:

The Office of Tourism and Sport website	<a href="http://www.otsp.govt.nz">www.otsp.govt.nz</a>
The Te Puni Kōkiri website	<a href="http://www.tpk.govt.nz">www.tpk.govt.nz</a>

Send any comments you have

**by: Friday 2 November**

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**Team Leader – Policy**  
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**WELLINGTON**

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In November, once feedback has been received, we will report to Ministers on what you have told us.

After this assessment, and considering other government priorities and workplans, including those from the New Zealand Tourism Strategy 2010, Ministers will make decisions regarding the recommendations in this Study. This will include whether to adopt some or all of the recommendations in the Study, and how they might be implemented or funded.

If you would like to be informed on the outcomes of this process, please say so in your comments to us and provide a postal or electronic address.

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## ISSUES TO CONSIDER

Listed below are some questions you may want to think about in regards to your comments on this Study. This list is only an indication of some of the issues the study raises and is intended to help initiate your thinking, not restrict it.

- Which recommendations in the Study do you support / not support, and why?
- Do you think the recommendations in the Study would assist Māori to enter the tourism industry, or assist existing Māori tourism operators to get better outcomes?
- Which recommendations do you think should have the highest priority?
- Who do you think should take the lead on which recommendations?
- How do you think the recommendations should be funded?
- What other issues might arise when implementing the recommendations?
- Do you think there are other important areas that need to be addressed to assist Māori in tourism, or other recommendations you would make?
- How do you think these recommendations would impact on the tourism industry as a whole?
- Are there other issues, shared by both Māori and non-Māori in tourism, that you think should be given a high priority?