

Mauri Whenua Ora

Developing a matauranga-centred framework to aid land and water utilisation and community innovation



Why this work? The big picture

Māori agribusiness, hapū and iwi are confronted with complex issues: to see land as productive and to ensure cultural and environmental health. Addressing and balancing all three is difficult. It requires good decisions and, therefore, good information and innovation.

A piece of the picture: Northland

- ✧ One of most impoverished regions economically. High Māori population
- ✧ Māori economic 'contribution' to the region is only around 13%
- ✧ Māori own around 30% of land Auckland northwards Northland
- ✧ Large number of Māori land trusts that are medium to under-performers. Many other Māori land blocks have no administrative structure and do not operate anything on their land. Approx 33% of all Māori land in Northland is vacant or under-utilised

The opportunity:

- ✧ Considerable unrealized potential of Māori land
- ✧ Treaty claim settlements in sight (some already settling), bringing new assets and land-based resources
- ✧ Keeness of Taitokerau leaders to ‘do something’ in relation to these two major circumstances

Research questions

- ✧ What is the Māori value system that can contribute a unique point of difference towards New Zealand's primary production sector for domestic and international markets?
- ✧ Will diversification of production systems and products into high value products and related services improve outcomes for land, water and people in Taitokerau?

Best land utilisation and diversification



Success from this project:

When ... New innovation pathways are developed at macro, micro and regional levels with:

- Maori community leaders
- science leaders (combining physical and social sciences)

When... Tools and models we co-create are relevant to the (socio-cultural and economic) needs of Māori

Success from this project

Land and waterways are healthy, utilising matakauranga and science-informed indices to achieve 'Mauri Whenua Ora'

Māori-run businesses in Taitokerau: develop and grow; contribute to Taitokerau economy

Our programme in three parts

Macro study

- TAITOKERAU
- Working with Taitokerau CE group
- Mapping Taitokerau land/people resources
- Developing shared iwi innovation pathways in manuka/indigenous forestry/other;
- Developing online DST

Micro study

- PA TO PLATE
- Working with Bay of Islands taumata, other
- Mapping economic, cultural, land/resource states and desired aspirations
- Developing Pa to Plate micro model and VC from this info base (online, other)

Regional study

- TE HIKU
- Working with Te Hiku groups/CEs,Chairs
- Mapping: people and lands
- Developing Te Hiku economic platform

Why? For our lands and people. For our taitamariki as next generation farm managers, trust directors, marae leaders