Helen Leahy, Pouārahi / Chief Executive, Te Putahitanga o Te Waipounamu
NGĀ IWI O TE WAIPOUNAMU
OUR VISION
Whānau are empowered to fulfill their dreams and aspirations, are culturally connected, thriving and contributing members of their communities.

OUR OBJECTIVE
To meet the aspirations of the nine iwi of Te Waipounamu to serve and be inclusive of all whānau within Te Waipounamu so they may flourish in their own image and on their own terms.
MAARA KAI

TRADE PARTNERSHIPS

POSITIVE ROLE MODELLING

EDUCATIONAL RESOURCES

Kei hea ō ngulu?
Where are your lips?
Whānau Ora is distinctive because
• it recognises a collective entity,
• endorses a group capacity for self-determination,
• has an inter-generational dynamic,
• is built on a Māori cultural foundation,
• asserts a positive role for whānau within society and
• can be applied across a wide range of social and economic sectors (Report of the Taskforce for Whānau-Centred Initiatives; 2009, p30).

Recent research findings indicate that the Whānau Ora approach is achieving cut-through ways to solve complex challenges.
Whānau Ora Commissioning is the process of identifying whānau aspirations and investing in them.

**OUR APPROACH**

- **Social gains**, including health, education, social cohesion
- **Economic gains**, such as wealth creation, employment and expanded asset base
- **Cultural gains**, including traditions, language and participation in te ao Māori
COMMISSIONING WORKSTREAMS

1. COMMISSIONING PIPELINE
   - Open tender funding round that enables whānau to submit their ideas and initiatives for funding, coaching and other support.

2. WHĀNAU ENHANCEMENT
   - Whānau Ora Navigators support whānau to come together, identify their aspirations and build their capacity.

3. TE PUNANGA HAUMARU
   - Supports innovative initiatives through wānanga, networking, Whānau Enterprise coaching.

4. CAPABILITY DEVELOPMENT

RESEARCH, EVALUATION AND INNOVATION
MAP OF COMMISSIONING ACTIVITIES TO DATE
The benefits of Whānau Ora ripple out through whānau, as a consequence of success.
Funding spectrum

Te Pūtahitanga supports a wide range of initiatives whose focus is on the verifiable improvement of outcomes for whānau
How it works

• Initiatives are funded through an open tender online process that invites whānau entities to apply for commissioning funding.

• The application process is designed to foster and support the greatest amount of ground-up innovation from whānau in delivering outcomes under the Whānau Ora Framework.

• Te Pūtahitanga provides short-term funding to initiatives that have innovative, sustainable ideas to achieve long-term social intergenerational change.
Total potential economic benefits: $5,500,000
Total economic costs (2015 - 2021): $ 780,000
Thus, potential economic benefits outweigh total economic costs by more than 7 to 1.
Pa Ora, Pa Wananga has created an ambitious plan for whānau transformation through creating a thriving and sustainable living and learning marae for whānau and community. It follows traditional Maori pedagogy, recognising the important role that marae play in the development and nurturing of culturally strong whānau.

Four-fold inter-dependent initiatives

**Commercial**

1. Maara Kai product enterprise

**Non-commercial**

2. Marae after-school programme

3. Whare Tu Taua/ Hakinakina

4. Kura Maori

**MANAAKI**

Made by the Aunties

Maori culture in a jar.
Whānau Ora approach to social change

Best solutions to complex social problems are found locally:

- Big government programs have not been found to solve or effectively reduce many social issues.

- Whānau are identifying local social needs and work together to develop innovative ways to address these challenges.

- Te Pūtahitanga provides support to these early stage entrepreneurs with creative ideas for addressing social problems.
Responding to social needs

Our initiatives are dealing with some of the most challenging issues in New Zealand – because they are identified by whanau themselves

NELSON/MARLBOROUGH
• Māori education and cultural connectedness
• Health and fitness
• Environment & connectedness to land
• Help for homeless and hungry children
• Vulnerable rangatahi

DUNEDIN/SOUTHLAND
• Te Reo Māori and cultural connectedness
• Social connectedness/mental wellbeing
• Rehabilitative programmes
• Family violence
• Health and fitness
• Connectedness to land

KAIKOURA
• New career pathways following earthquakes

CANTERBURY
• Help for homeless and hungry children
• Vulnerable rangatahi
• Family violence
• Support in East Christchurch suburbs
• Cultural and physical activities
Whakawhanaungatanga - Collaboration -

Te Pūtahitanga is able to collaborate with a multitude of parties including whānau, rūnanga, iwi, maata wāka, government and communities. These collaborations support and resource the pathways created through the commissioning model. As initiatives develop their capability, Te Pūtahitanga is able to network these initiatives with other initiatives and parties to create additional radial outcomes. (See Outcomes mapping diagram).
Te Ao Hou
- Transformation -

The outcomes of the commissioning model will be seen in a self-sustaining community that reaches across the south island connected through social capital. Whānau will be less dependent on state intervention, more innovative and entrepreneurial, more cohesive, nurturing and resilient.

- Outcomes mapping diagram (Radiating Effects) -
Part of the success of an initiative can be seen from the size, scope, reach and frequency of radiating outcomes from core business. (added value created)
Challenges that affect the ability of our initiatives to achieve long-term sustainability include:

- Organisational skills and capabilities of whānau entrepreneurs, for example
- Investment readiness among whānau entrepreneurs
- Measurement of outcomes
- Access to capital
<table>
<thead>
<tr>
<th>Objective 1</th>
<th>Objective 2</th>
<th>Objective 3</th>
<th>Objective 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase awareness of social investment opportunities</td>
<td>Improve organisational skills and capabilities</td>
<td>Improve investment readiness</td>
<td>Provide start-up funding</td>
</tr>
</tbody>
</table>

**Social Capital**
- Publicity as Te Pūtahitanga initiative
- Networking at the Annual Symposium
- Other networking and promotional events

**Human Capital**
- Intensive expert advice from Whānau Enterprise Coaches (>2,700 hours last year)
- Training seminars

**Resources**
- Templates and reporting infrastructure

**Financial Capital**
- Start-up funding for the first year of operations

**Outcomes**
- Growth in whānau social enterprises across Te Waipounamu
- Greater capability and capacity of whānau social entrepreneurs to grow impact
- Increased rate of flaxroots whānau projects accessing capital
COMMISSIONING FOR OUTCOMES

Whānau engaged with initiatives experience better outcomes compared to New Zealand Māori averages.

**Connectedness with Te Ao Māori**

- Whānau engaged with initiatives who speak Te Reo well: 45% compared to 94% Māori average in New Zealand.
- Whānau engaged with initiatives who know their iwi: 94% compared to 89% Māori average in New Zealand.
Whānau engaged with initiatives experience better outcomes compared to New Zealand Māori averages.

- **99%** whānau engaged with initiatives report they are **doing well**
- **84%** Māori average in New Zealand

- **94%** whānau engaged with initiatives report **high level of life satisfaction**
- **79%** Māori average in New Zealand
Te Pūtahitanga o Te Waipounamu