



Horizon Research
Ngāpuhi survey

15 March 2013

Prepared for Te Rōpū o Tūhoronuku



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EXECUTIVE SUMMARY

This report summarises results of a survey undertaken in February 2013 for Te Rōpū o Tūhoronuku. 250 Ngāpuhi who are members of the Horizon Research Māori Panel responded to the survey, which has a maximum margin of error of $\pm 6.3\%$ overall.

Benefits from Treaty settlement

In this survey, respondents were also asked to rate the importance of *potential benefits of the settlement of Treaty of Waitangi grievances* to Ngāpuhi overall, to Hapū and to Marae.

Overall, respondents felt that unity, employment, education, land and ongoing development were the key things that a Treaty settlement would bring to Ngāpuhi. Their words, some of which are included in the report, eloquently convey their hopes and concerns.

All potential settlement benefits are seen to be important, but as in a survey of Ngāpuhi conducted in July 2011 by Horizon, respondents rated

- education support, grants and scholarships, and
- health- based initiatives

as the most important potential benefits to Ngāpuhi overall from Treaty settlement.

While there was comment that these should be provided by the Government and not funded by Ngāpuhi from any Treaty settlement, these two areas are underlying themes throughout the responses to the survey and are clearly top of mind for respondents.

The next most important benefits of settlement to respondents are employment, housing, and growth of Ngāpuhi businesses and socio-economic development such as prevention programmes. Housing was not included in the July 2011 survey, but the other three are, and rank similarly to the 2011 results.

Of lesser importance to Ngāpuhi from settlement is “Matched saving schemes”.

Overall, Treaty settlement benefits are ranked similarly to those in the July 2011 survey. The compared results suggest that Ngāpuhi have not fundamentally shifted their opinion on what are the important benefits from the settlement.

Key findings:

Most important issues facing Ngāpuhi:

- Provision of employment opportunities for Ngāpuhi, unity and housing were rated ahead of settlement of Treaty grievances as the most important issues.
- Stopping the exodus of Ngāpuhi to Australia is the least important issue.

Benefits of Treaty settlement:

- Treaty settlement benefits are ranked similarly to those in the July 2011 survey. The results suggest that Ngāpuhi have not fundamentally shifted their opinion on what is important from the settlement.
- All the potential benefits are seen to be important.
- Two are more important than the rest: education support, grants and scholarships and health-based initiatives.
- A matched saving scheme is seen as the least important potential benefit.

How Hapū should benefit:

- All the potential benefits measured were seen to be important.
- Ownership of whenua was thought to be the most important benefit for Hapū, followed by kaitiakitanga of resources.

How Marae should benefit:

- Again, all the potential benefits measured were seen to be important.
- Four benefits are slightly more important than the others:
 - development of self-sustainability features as the most important potential benefit for Marae
 - ownership of whenua
 - kaitiakitanga of resources
 - Hapū development

Hapū involvement:

- 86% of respondents were aware of which Ngāpuhi Hapū they come from.
- 25% of those who are aware are involved in Hapū activities such as Papakainga, Rūnanga, Marae or Huihuinga.
- 9% of those who are aware are involved in other Hapū activities.
- 66% of those who are aware said that they were not involved in Hapū activities.

Focus of Ngāpuhi education and health initiatives:

- 65% of respondents want to see an equal share of focus on traditional and mainstream education and health initiatives
- 13% support mainstream only.
- 10% support traditional (Rongoa and Wānanga) only.

How Ngāpuhi overseas can benefit:

- 67% believe overseas Ngāpuhi can benefit from a Treaty settlement by more employment opportunities for Ngāpuhi at home.
- 65% think they could be allowed access to scholarships and funding.
- 52% think they could benefit from support in development of Ngāpuhi culture.

The main thing a Treaty settlement will bring to Ngāpuhi:

- Key themes are Ngāpuhi unity, employment, education, land and ongoing development.
- There is concern that the resources a settlement brings must be well managed for Ngāpuhi as a whole.

REPORT

1. Benefits of Treaty settlement

The survey measured the perceived importance to Ngāpuhi and their whānau of various potential benefits of settlement of Ngāpuhi Treaty grievances with the Crown. While the questions are not exactly comparable with those in the July 2011 survey, the results of this survey in comparison with the July 2011 results suggest that Ngāpuhi have not fundamentally shifted their opinion on what is important from the settlement.

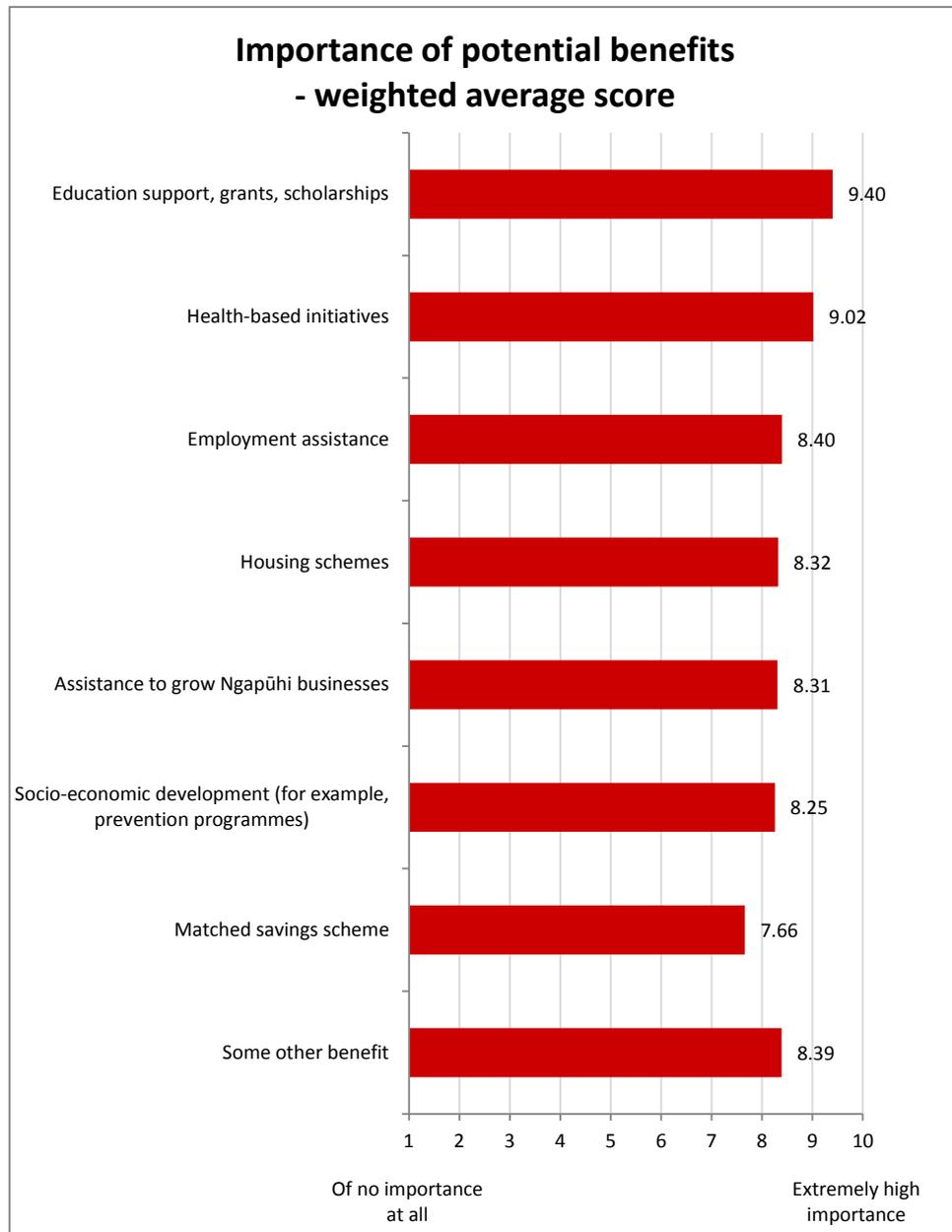
To illustrate that conclusion, the following table shows the rank order of the benefits measured in the two surveys:

Rank	February 2013	July 2011
1	Education support, grants, scholarships	Provide education support
2	Health-based initiatives	Improve Ngāpuhi health
3	Employment assistance	Jobs created by Ngāpuhi businesses
4	Housing schemes	Growing Ngāpuhi businesses
5	Assistance to grow Ngāpuhi businesses	Revitalisation of the reo and Ngāpuhi culture
6	Socio-economic development (for example, prevention programmes)	Provide better social services
7	Matched savings scheme	Rebuild marae
8		Return of taonga
9		Ngāpuhi to have major influence in life of Aotearoa
10		Make Ngāpuhi great again

The importance to respondents of the various benefits listed in this survey is shown on the following chart using “weighted average scores”. Weighted average scores provide a very accurate representation of the importance ranking because they take into account the distribution of responses across the entire rating scale and ensure that the benefits rated highly by more people are shown as more important overall than benefits rated highly by fewer people.

All the potential benefits listed were thought to be important; 80% of respondents rated each benefit at 6 out of 10 or more. However, 98% rated education support, grants and scholarships at 6 out of 10 or more; in fact, 70% rated it as being of extremely high importance (10 out of 10). Similarly, 95% rated health-based initiatives at 6 out of 10 or more, but the spread of opinion was greater than for education support.

The following chart shows the relative importance of each potential benefit:



While 36% of respondents thought there would be some other benefit, only 25% of respondents actually stated what other benefits might be and these were generally disparate. Some more frequently mentioned involved Te Reo, Ngāpūhi culture, the environment and support for the elderly.

Comments include the following:

“Addressing lifestyle changes for all ages. Not just in Education, not only housing, not only employment, but the whole lot equally. You can find someone a job, but are they

capable of carry out the task to do the job. We had build houses but if we don't have a stable income or direction in career opportunities then all these things cancel each other out. Give us more money and if we have bad management with that money then we have nothing again. All aspects of a better way of life need to be addressed, not just few things."

"Ngāpuhi cultural centre with library, museum, etc."

"Use dormant land."

"Te reo Māori me āna tini tikanga."

"Eradicate illiterateness. Budgeting without dept and learning how to save and invest. Build one major business to sustain the people in Ngāpuhi and expand for economic growth and development."

"Pension schemes."

"Fruit trees & gardens in every whānau's homes."

"Caring for our children/courses/truancy/pre-school education."

"Assist the elderly to remain in their own homes."

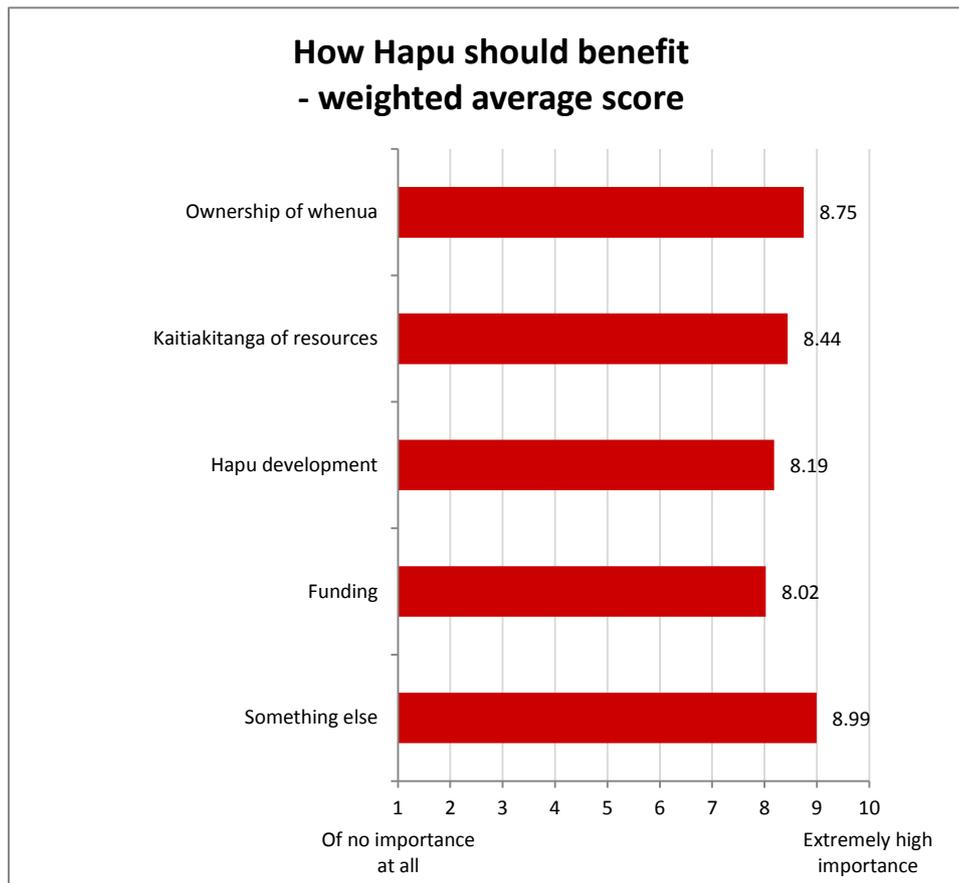
"Ngāpuhi heritage and taonga."

2. How Hapū should benefit

Respondents were given a list of potential benefits for Hapū of achieving Treaty settlement and asked how important they thought they were. Again, respondents were able to say if they thought there was something else that was important and how important they thought that was.

Ownership of whenua was thought to be the most important benefit, followed by kaitiakitanga of resources. Overall, slightly more people thought hapu development was important than thought kaitiakitanga of resources was important, but those who thought kaitiakitanga of resources was important rated it higher.

Again, weighted average scores are used in the following chart to show the relative importance of each potential benefit:



21% of respondents thought there would be some other benefit. 17% of respondents actually stated what these other benefits might be and again these were quite disparate. Those who did think that something else was important generally thought that it was of extremely high importance.

A full listing of respondent comments on other benefits to hapū is available from the Horizon Research analysis system, but includes the following:

“Once again money is not everything, but then it can also be the make or break of any development. Why do we need the white man's money, because all of our choices have been taken away? Up and onwards, is that where we are heading? Or is it really doom and gloom? We want our mod cons, but don't what to sacrifice our values.”

“Just giving funding is not enough - educate and support on how best to use and make that money work for them.”

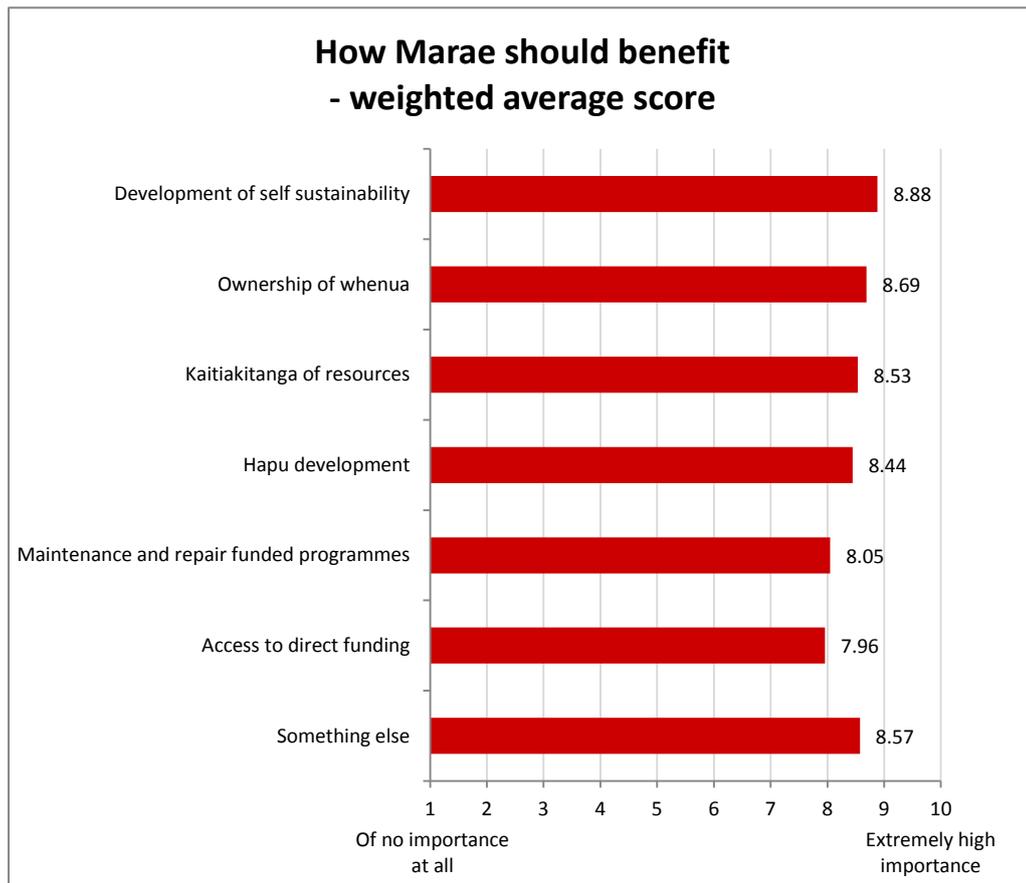
“Assistance with self reliance i.e. growing own food, gardens etc. Utilising existing whenua to provide self reliance.”

“Reconnecting rangatahi to their Marae.”

3. How Marae should benefit

All the potential benefits are seen to be important, with 4 grouped as slightly more important than the others.

Development of self-sustainability features as the most important potential benefit for Marae, with over 90% of respondents rating it as important. Ownership of whenua, kaitiakitanga of resources and Hapū development are the others in the group of four that are slightly more important.



12% of respondents thought there would be some other benefit. Again, those who did think that something else was important generally thought that it was of extremely high importance. 10% of respondents actually stated what other benefits might be and as with the questions reported above, these were diverse.

A full listing of respondent comments on other benefits to hapu is available from the Horizon Research analysis system, but includes the following:

“Development of Rongoa Rākau and utilising the herbs for Iwi Health.”

“How to re-populate our wā kainga/marae - living marae, not venues for hui.”

“Develop land and resources commercially.”

*“Upskill their own in a trade when Marae is upgraded. Work the land. Gardens/
livestock to feed manuhiri”*

4. Hapū involvement

86% of respondents said that they were aware of which Ngāpuhi Hapū they come from. Those who were aware of this were then asked if they were actively involved in Hapū activities (for example, Papakainga, Rūnanga, Marae, Huihuinga).

Two thirds of respondents were not involved in Hapū activities, although this figure rose to 75% not involved among respondents in Auckland.

Are you actively involved in Hapū activities?	ALL
Yes	24.7%
Not involved in Hapū activities	66.4%
I am involved in other Hapū activities	8.9%

5. Focus of Ngāpuhi education and health initiatives

Respondents were asked whether they thought the focus of Ngāpuhi education and health initiatives should be primarily traditional, primarily mainstream, an equal share of both, or service delivery.

Nearly two-thirds of respondents wanted the focus to be an equal share of traditional and mainstream.

In your opinion, which one of the following should be the focus of Ngāpuhi education and health initiatives?	ALL
Primarily traditional: Rongoa and Wānanga	9.7%
Primarily mainstream: health education and support at any level	13.2%
An equal share of both	65.7%
Service delivery	6.5%
Something else	4.8%

One respondent commented on why they had selected “An equal share of both” as their preferred option:

“An equal share but an emphasis on education. As a parent I wanted my kids to be able to stand in both worlds with ease /confidence.”

Comments from those who selected “Something else” as their preferred option included:

“Whānau and Hapū taking care of their own hauora initiatives.”

“A university in Northland will do more for Ngāpuhi than anything else (for lots of reasons - including ensuring infrastructure has to happen - e.g. hospitals.”

“Education should be run from Marae then any funding would be servicing the hapū, marae, tikanga, education and health all at once.”

“Basic literacy and vocational skills to address failures in mainstream education.”

“Education, Business development, training and career development - like Ngai Tahu.”

6. How Ngāpuhi overseas can benefit

Two-thirds of respondents thought that Ngāpuhi overseas could benefit from Treaty grievance settlement through employment opportunities for Ngāpuhi at home and access to scholarships and funding, essentially the same key things they see as important for the Iwi as a whole from the Treaty settlement.

In which of the following ways, if any, do you think Ngāpuhi residing overseas should be able to benefit from settlement?	ALL
By more employment opportunities for Ngāpuhi at home	67.1%
Allowing access to scholarships and funding	64.6%
Providing incentives to return home; e.g. relocation assistance	45.6%
Support in development of Ngāpuhi culture: wānanga, kapa haka, etc	51.6%
Some other way	8.6%

Comments from those who selected “Some other way” included:

“More importantly the HOME iwi MUST have first opportunity.”

“Improving marae life so that there is always somewhere Ngāpuhi can live.”

“Access to online education services managed by iwi providers.”

“Access to funding should be preresquisitioned by a commitment to working in the community etc i.e. bonded funding and evidence must be provided.”

“They will be able to enjoy the fruits when they return. Access to our communications team and use of our networks to promote their activities and news.”

“Financial assistance for tertiary/university education for all Ngāpuhi.”

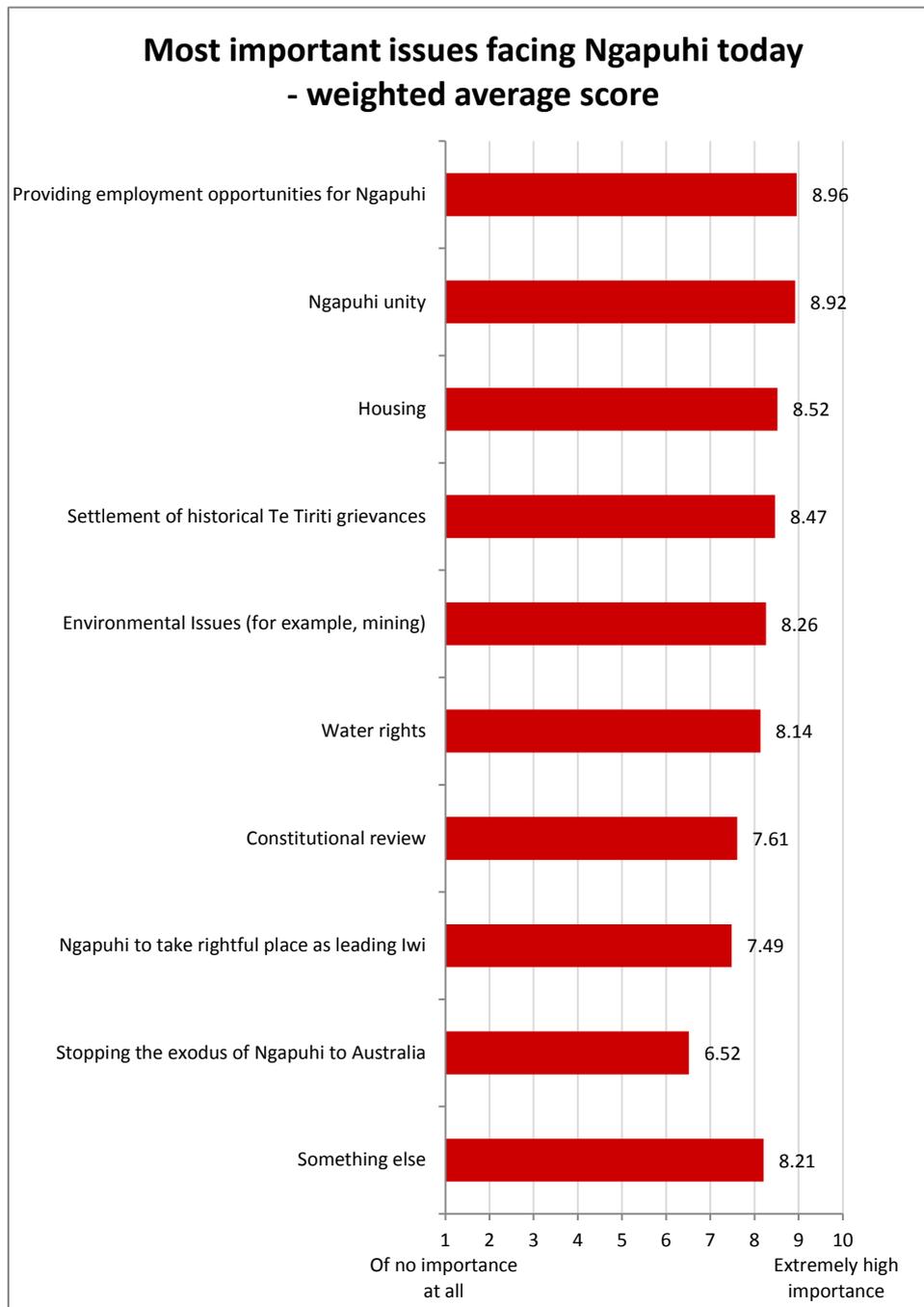
7. Most important issues facing Ngāpuhi

Respondents were given a list of issues and asked to rate them as the most important issues facing Ngāpuhi today. Provision of employment opportunities for Ngāpuhi, Ngāpuhi unity and housing were rated ahead of settlement of Treaty grievances as the most important issues, with stopping the exodus of Ngāpuhi to Australia as the least important.

32% of respondents rated “Stopping the exodus of Ngāpuhi to Australia” at 5 out of 10 or below, with 12% rating it at 1 out of 10: “Not very important”.

The ratings may suggest that the top two issues are ones that Ngāpuhi believe must be addressed regardless of the Treaty grievance settlement process. It may be that respondents view the settlement as a means to help address these issues, not as the sole means of addressing these issues.

Weighted average scores in the following chart show the relative importance of each potential benefit:



11% of respondents thought there was another important issue, with 10% of respondents stating what that was to them. As with the questions reported above, the range was diverse.

A full listing of respondent comments on other benefits to hapū is available from the Horizon Research analysis system, but includes the following:

“Direct weekly Shareholder payouts for each one to determine their own future.”

“Acknowledgment of suburban Ngāpuhi”

“Alcohol/tobacco/drugs.”

“Healing the land and soil and becoming self sufficient.”

“We have to stay focused on the environment; it is being lost and ruined right from under our noses. Housing keeps being mentioned but really if we had all the other things then housing will follow with those successes. It may not even be about our Iwi anymore; do we look at the bigger picture, or bury our heads?”

“Where are the jobs? Is it the mining that’s going to bring us the pūtea?”

“Whakapapa whanaungatanga”

“Our reo, our many varied tikanga and the preservation of our stories and histories”

8. What a Treaty settlement will bring to Ngāpuhi

Respondents asked what, in their opinion, would be the main thing a Treaty settlement will bring to Ngāpuhi. Comments were extensive.

Through the comments there is a definite sense of using the financial resources that settlement of the Treaty grievances will bring for the good of all the people in the Iwi, with key themes emerging of Ngāpuhi unity, employment, education, land, ongoing development and concern that the resources a settlement brings are well managed for Ngāpuhi as a whole. Housing and “peace” were also mentioned, but at a lower level.

The following examples demonstrate some of those key themes:

“I hope that overall it brings us UNITY, I would like to see a contented and happy iwi, people who are proud yet humble and that the settlement is utilised effectively and efficiently and HONESTLY towards sustainable quality of resources, health, marae, housing. Let NGĀPUHI lead the way in showing how to live harmoniously, healthily and joyfully. Tihei mauriora!”

“It will never be enough but we need to take what we can and try to increase it. Money can't make up for what's been taken but will give our people options around education, different financial opportunities and hopefully more of a voice in the business world. Employment, education, health and ultimately unity.”

“I can only hope for a good outcome from the settlement. I hope it provides education for those who seek a path out of poverty and benefit dependency - an opportunity to acquire the skills to allow them to gain meaningful work. I hope it provides a meaningful job for those who are jobless - a job that provides the opportunity for advancement, for

achievement. I hope it allows those who have fallen by the wayside the chance to succeed in today's world."

"Give us the right to use our land to build houses for our people to own and teach the ones that live in the North the skills to build houses and to employ them to build the houses for us to own and to help our people to pay off their debts so they can have good credit."

"Hopefully peace and the ability to use resources (funding) to benefit the iwi as a whole and not just for certain groups." "The ability to move forward, strengthening the unity of Ngāpuhi and provide opportunity to grow economically and so provide support for the hapu, in jobs, education, health and a general lifting of the quality of life for our people and In turn protect or natural environment.

"Greed. A few will see this as a cash cow opportunity to take advantage of others. If we elect the right people, with the right leadership, governance and structure, create extensive policies and procedures and an overall transparent corporation, the results will speak for themselves. If not, the money will be siphoned off for an elite few. It's happened before and stupid Ngāpuhi pride could create a similar/worse situation."

"Extra resource to help benefit our people. Move from grievance mode to development mode, need to look to the future."

"Better housing, Marae upgrading, Health and Education for all Ngāpuhi - Home and Nationally and Abroad."

"Closure hopefully, and a sense of unity that isn't based around the Treaty and separatism. Also I would like to see the assets and resources gained from the settlement invested by leading business minds (Ngāpuhi or not) in a way that see's ongoing benefit decades into the future rather than it being squandered away like some other tribes have done. Ngai Tahu are a shining example of how successful leadership, business initiative and forward thinking can benefit everyone."

"I think it will bring closure to the whole event and also will allow our iwi to move forward in development and understanding. This can only be good for Ngāpuhi"

"A great degree of closure, determination to look forward to the future, the tools & resources to implement the ideas & ideals for Ngāpuhi to strive forward in education, family & health, employment, self well-being & last but not least maintain our culture & traditional values of the tangata whenua."

"Hopefully it will enable Ngāpuhi to go forward to the future with heads held high because our children will be able to go forward with a better education and we will have

more doctors, lawyers, dentists, and other fantastic professions because the settlement will be able to help fund their further training.”

“I feel that Ngāpuhi as with all Māori must move on and develop as an iwi that can be a major power nationally and internationally in all manner of initiatives. Looking after our taonga including kaumātua - kuia, tikanga, reo and whenua, it is not about being the biggest and brightest at all but being the best that we can be.”

“A sense of belonging - becoming tangata whenua again like our ancestors.”

“Rights to land that we once owned, funds to begin initiatives to support the people of Ngāpuhi into a future where they will be financially and culturally stable.”

“More than a dream of a brighter future, but the actual reality of a beautiful one.”

9. Additional comments

At the close of the survey, respondents were offered the opportunity to give any other comments they would like to make about the future of Ngāpuhi or the issues in the survey. Comments are generally forthright, follow similar themes to those previously shown, but also show diverse Ngāpuhi views. All comments are available from the Horizon Research analysis system, but some are shown below to illustrate the general tenor of the views held:

“On the first page of this survey I marked some important issues as low as possible and that is because I really do think that Government should be responsible for these important functions not Ngāpuhi. Treaty claims to my limited understanding should be to build Ngāpuhi not to do what Government is responsible for. Just wanted to clarify that.”

“Ngāpuhi need strong, empathetic leadership. Ngāpuhi speak our own truth with disregard for the airs and graces of mainstream NZ. We do not suffer fools very well. This unsophisticated trait can expose us around negotiations. We can, however, manipulate these attributes to our advantage.”

“Entering into settlement negotiations with the Crown is a major step forward to Ngāpuhi. Keeping together as a tribe is vital to ensure resources and energy are all focused on engaging with the Crown. It is of the utmost importance that there are as little internal struggles as humanly possible. Keeping “the people” informed at every step is also vital. Understanding who actually NEEDS to be at the table and who needs to be there but in the background is yet another thing Tūhoronuku needs to get its head round. Ngā mihi kia koutou mō ngā mahi hohonu, ngā mahi taumaha, otira ngā mahi rangatira hoki. Mauri ora.”

“It’s important that Ngāpuhi don’t get caught like Ngai Tahu and Tainui, where the financial/business side of things become more important than what’s happening on the ground. People at home on the taumata are cultural capital for the iwi, we need to be investing in and developing our cultural leaders. We also need parents/families to step up and raise their children out of poverty. Again I’m not talking about financial poverty necessarily, more the spiritual and mental poverty that many of our whanau continue to live in.”

“I don’t believe we will ever gain unity, but I believe the discussions around issues that affect Ngāpuhi are important for future development. Having open and transparent discussions provide more informed debate and better informed decision making.”

“I do not support Tūhoronuku negotiating on behalf of my whānau. I challenge my hapū representatives who seek to support Tūhoronuku without the full honest authority of every single hapu member living in Aotearoa only. Those living overseas do not have right to vote because they are not living on the whenua.”

“I would like to take this opportunity to thank the Tūhoronuku Team for all of their diligence and I am proud to have been a part of this survey and being Māori and of Ngāpuhi iwi. Tēnā koutou, tēnā koutou, tēnā koutou katoa.”

“The mana of Ngāpuhi sits not in Ngāpuhi as an iwi, but in Ngāpuhi as a confederation of hapū - if the authorities and mana whakahaere of our hapū weakens, then so does our iwi.”

“We all must progress to assist to provide a better future for the following generations and make a difference whilst we are here - let’s get on with it and get over ourselves.”

“Just to realise that we are all one whānau...we are not here forever, we are here only for a short time. Let us enjoy our whenua, foreshore, water. Next thing we’ll be fighting over the air we breathe. Things tend to get a little out of whack. Focus on what’s right in front of us, which is whānau, happiness, tamariki, kaumātua and kuia...kia ora.”

“My Mum always said ‘be proud of who we are’.”

APPENDIX 1 – SAMPLE

Sample

Members of the Horizon Research Māori Panel who had identified their iwi as Ngāpuhi were invited to take part in this survey. 250 Ngāpuhi had completed the survey at the time this report was produced. Margin of error is 6.3% overall but is effectively 5.1% on the ratings of benefits because of the high polarisation of answers. Responses were received between 13 February 2012 and 28 February 2013.

The sample is weighted by gender, age and personal income to match Ngāpuhi population demographics at the 2006 Census and has a maximum margin of error at a 95% confidence level of $\pm 6.3\%$ overall.

Regional distribution of respondents to the survey was:

Region	Respondents
Northland	58
Auckland	100
Waikato	21
Bay of Plenty/Central Plateau	16
Hawkes Bay	5
Manawatu-Whanganui	4
Wellington	17
Nelson/Marlborough/Tasman	7
Westland	1
Canterbury	8
Otago	4
Southland	3
Ngāpuhi living overseas	6
Total	250