
MĀORI ENGAGEMENT COMMITTEE UPDATE

Since the February Council meeting, the Māori Engagement Committee has met a number of times to progress our plans for increasing InternetNZ's engagement with Māori.

After further meetings with BRG the committee agreed to step back from the initial idea of establishing a Māori Advisory Group and focus on developing an overarching framework/strategy.

The committee commissioned tikanga experts Debra Jensen and Jason Ake from Native Voice Ltd. to facilitate a workshop designed to flesh out why we (INZ) are doing this engagement work, to explore examples of best practice and how we undertake developing a strategy in an authentic and meaningful way.

The *InternetNZ Māori Responsiveness Workshop* was held at INZ on Monday 9 May, with 5 committee members participating. The workshop consisted of three parts:

1. analysis of recent/relevant Māori statistics and research;
2. presentation of the Māori responsiveness approach at Land Information New Zealand called He Whāriki Maurua, LINZ's Business with Māori Approach;
3. group discussion on what Māori responsiveness for InternetNZ looks like;

The summary outcomes include:

- There was general consensus that adopting a Māori responsiveness approach and developing a Māori strategy is an example of best practice in Māori and iwi engagement and relationships and should be adopted as an approach for InternetNZ.
- A Māori Responsiveness Strategy will outline why engaging with Māori is important for InternetNZ and align this rationale with the wider outcome of "a better world through a better internet".
- It will identify specific Māori priorities for the organisation and provide direction for staff and Councilors about how those priorities can be implemented, monitored, measured and achieved.
- In this way Māori responsiveness is coordinated and directly attributable to InternetNZ business outcomes, as opposed to responsiveness being reactionary and haphazard with little or no strategic value.

Committee members considered the next steps required to progress the development of a Māori responsiveness strategy and plan. Our thinking is set out below, and note the first section contains questions for the whole of Council:

1. High level discussion with Council

- Discuss with Council the following questions:
 1. What is our purpose in regard to Māori engagement?
 2. What are the (obvious) areas that we can start doing things better?
 3. Does the Council agree that a Māori responsiveness approach is the way forward?

2. Developing the strategy

- Organise an internal session with all relevant staff to discuss and progress Māori responsiveness. Focus areas for this discussion include:
 1. Identify the three to four key strategic areas for Māori responsiveness;
 2. Identify the method and approach to developing the strategy;
 3. Identify what kind of additional external support (if any) might be required for this work i.e. where are our gaps in knowledge?
 4. A key question to ask as part of this session – what is the transformation we seek in this area?

3. Early thinking about what we want this strategy to deliver

- An inclusive communication approach, internally and externally;
- Attract more Māori members;
- Develop our own tikanga – a clear understanding of how we incorporate cultural practices across our organization;
- Be confident in the way we do things and navigate the Māori issues across the wider internet space.

4. Communication priorities

- The intention is to involve Māori stakeholders in a wider discussion about what Māori responsiveness for InternetNZ looks like. A considered approach to engaging each of these stakeholders is required.

5. Additional Māori advice and support

- It was agreed that the strategy should be driven internally initially with Māori advice provided as needed i.e. BRG and / or Native Voice Ltd

The Committee intend to meet later this month to progress the development of a strategy. Councillors are welcome to read the full report by requesting a copy from Nicole.

The committee have progressed arrangements for Councillors and InternetNZ staff to visit Hongoeka Marae in Plimmerton for the purposes of training and as the location of the August 2016 Council meeting. This is an opportunity for us as an organisation to build our internal capacity and understanding of Te Ao Māori (the Māori world view).

We propose a full day training takes place on **Thursday 27 August** with an over night stay, followed by a Council meeting **Friday 28 August** (already scheduled). If a large number of Council members are unable to commit to Thursday, an alternative option could be that the training takes place **Friday 28 August**, followed by a Council meeting on **Saturday 29 August**.

Sarah Lee

Councillor & Chair, Māori Engagement Committee

Recommendations:

THAT Council note the changes to the approach proposed by this committee, and support the development of a Māori responsiveness strategy.

THAT Council confirm the cultural training date and approve the August 2016 Council meeting will be held at Hongoeka Marae.

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