

TE WHĀNAU - A - APANUI
DRAFT MANDATE COMMUNICATION STRATEGY

31 May 2016

Purpose of Document

1. The purpose of this Communications Strategy is to provide information about the intended communication and engagement strategy for Te Whānau a Apanui in seeking a mandate from the hapū of Te Whānau a Apanui to:
 - (a) enter into direct negotiations with the Crown to settle all historical Treaty of Waitangi claims whether registered or unregistered relating to Crown actions and omissions that occurred prior to 21 September 1992; and
 - (b) engage with the Crown in respect of foreshore and seabed claims, for the recognition of customary rights in the foreshore and seabed (to be progressed in the context of the Marine and Coastal Area (Takutai Moana) Act 2011).

Background

2. Te Whānau a Apanui is comprised of hapū who whakapapa to a common stock of ancestors, of which, Apanui Ringamutu, the tribes eponymous ancestor was prominent. From this common stock of ancestors the hapū of Te Whānau a Apanui are able to trace their interconnectedness with each other, other iwi and ultimately back to Te Ao Turoa (the natural world) and the beginning. T
3. The hapū of Te Whānau a Apanui include:
 - (a) Te Whānau a Haraawaka;
 - (b) Te Whānau a Hikarukutai (also known as Ngāti Horomoana);
 - (c) Te Whānau a Tutawake (also known as Ngāti Paeakau and Te Whānau a Tuahiawa);
 - (d) Te Whānau a Nuku (also known as Ngāti Horowai);
 - (e) Te Whānau a Rutaia (also known as Ngāi Terewai);
 - (f) Te Whānau a Hinetekahu (including Te Whānau a Toihau);
 - (g) Te Whānau a Te Ehutu;
 - (h) Te Whānau a Kaiaio;
 - (i) Te Whānau a Kahurautao (including Te Whānau a Te Rangi-i-runga);
 - (j) Te Whānau a Pararaki;
 - (k) Te Whānau a Maruhaeremuri; and
 - (l) Te Whānau a Kauaetangohia.
4. Based on the 2013 census data, Statistics NZ state that the Te Whānau a Apanui population for 2013 stood at **12,951**. This is an increase from 11,808 people in 2006 and 9,951 in 2001. However, the number of Te Whānau a Apanui uri is likely to be considerably more than 12,951. 92% of those that identified as Te Whānau a Apanui or 12,021 people were living in the North Island and 7.1% or 924 people were

living in the South Island. The proportion of Te Whānau a Apanui uri living in various areas are as follows:

- (a) Bay of Plenty (33.5%);
- (b) Auckland (18.3%);
- (c) Waikato (11.9%);
- (d) Wellington (10.2%);
- (e) Gisborne (7.4%);
- (f) South Island (7.1%);
- (g) Manawatu-Wanganui (4.7%);
- (h) Hawke's Bay (3.4%);
- (i) Northland (2.1%); and
- (j) Taranaki (1.2%).

Communication and Engagement Principles

Tikanga

5. The Te Whānau a Apanui Negotiating Team commits to the following principles to ensure that it acts "tika":
 - (a) **Mana o ngā hapū:** recognising that the Te Whānau a Apanui region is divided into hapū territories. Each hapū has their own particular mana over their rohe, and their mana is exercised in accordance with tikanga. Hapū mana is subject to tribal tikanga, and, as a convention, the exercise of hapū mana must have regard for the mana of the Tribe as a collective.
 - (b) **kia tika te korero:** open, honest and transparent communication.
 - (c) **Kia pono;** be truthful and telling it how it is.
 - (d) **Kia rongō;** to actively listen and seek the participation and engagement of all tribal members including the hau kainga, rangatahi, wahine, our pakeke, those overseas etc.

Implications from these principles

6. Based on the principles outlined above, it will be important that:
 - (a) communications are clear, respectful, consistent and factual;
 - (b) communications are honest, direct, two way, transparent and consultative (where appropriate);
 - (c) communications are timely, ensuring appropriate stakeholders receive relevant information at the right time;

- (d) existing communication channels are used and new channels will be considered (as appropriate) to capture attention and build awareness;
- (e) a variety of communication channels are used (kānohi ki te kānohi and written); and
- (f) communication and engagement support the development and maintenance of positive relationships between all affected iwi and hapū.

Proposed Mandate Process

7. The proposed mandate process and suggested timetable is as follows:

Proposed Timetable			
Proposed Date	Step	Output	Record/Form
Sunday 28 May 2017	Briefing Hui for Hapū Chairs and Rūnanga delegates.	1. Chairs & Rūnanga have information regarding: <ul style="list-style-type: none"> • background; • mandating process; • negotiation team; • process going forward. 2. Chairs & Rūnanga have: <ul style="list-style-type: none"> • opportunity to input into mandating process; • agreed understanding of hapū decision making process for mandate; • agreed process going forward. 	Minutes
Friday 9 June 2017	Draft Mandate Strategy publicly notified and submissions invited. Information hui publicly notified.		
Friday 9 June – Sunday 25 June 2017	Hau kainga information hui held: <ul style="list-style-type: none"> • 3 x hui in Te Whānau a Apanui rohe. Information hui in key urban areas: <ul style="list-style-type: none"> • Auckland hui • Hamilton hui • Wellington hui • Christchurch 	Hau kainga informed and prepared for hapū hui. Hau kainga given the opportunity to input. Te Whānau a Apanui members living in urban areas have information on mandating, and process for voting and participating via their hapū.	Hui report.

Thursday 29 June 2017	Submissions on draft mandate strategy received.		
Monday 3 July 2017	Crown endorses mandate strategy and submissions addressed.		
Tuesday 4 July 2017	Hapū mandate hui publicly notified.		
Monday 24 July – Saturday 29 July 2017	Hapū mandate hui and mandate vote held.	Hapū have opportunity to vote on whether they agree/disagree with the mandate.	Minutes.
Sunday 30 July 2017	Hui-a-iwi held for hapū to convey hapū decision.	Hapū agreement or disagreement regarding mandate and entering into negotiations conveyed.	Minutes.
Monday 31 July 2017	Deed of Mandate submitted with vote results.		

Please note this timetable is subject to change. Any changes will be properly notified.

Mandate Information Hui

Purpose of Mandate Information Hui:

8. The purpose of the information hui will be to provide members of Te Whānau a Apanui information on Treaty negotiations, the mandate framework and process for mandating the negotiations team.
9. A presentation will be delivered at each hui. The presentation will include:
 - (a) background to Te Whānau a Apanui claims and negotiations;
 - (b) the Mandating framework;
 - (c) the Negotiation team;
 - (d) the hapū mandating vote and how people can participate in this;
 - (e) the process of getting mandate for negotiations going forward.

Number of hui:

10. It is intended that there will be at least 7 information hui that will be held around the motu after the Mandate Strategy has been publicly notified. The location of these hui is based on where the census identifies those of Te Whānau a Apanui descent are located.

Notification:

11. Public notification of the mandate hui will include: the date; the location; the time; and the purpose of the hui. It is intended that these information hui are publicly notified in the following forums:
 - (a) Newspapers: Whakatane Beacon; Opotiki News and NZ Herald.

- (b) Radio: Radio Ngāti Porou, Uawa FM, Te Manuka Tutahi and Waatea.
 - (c) Facebook: the Te Whānau a Apanui facebook page and other hapū pages.
 - (d) Webpage: the Te Rūnanga o Te Whānau webpage.
 - (e) Emails: the Rūnanga email database and any hapū email databases.
 - (f) Word of mouth: all Rūnanga delegates will also be informed and will be encouraged to spread the word through their hapū networks.
12. Depending on internet accessibility, at least two of the information hui will be livestreamed on facebook. This will give those who cannot attend the opportunity to be informed and ask questions about the mandate.

Hapū Mandate Hui

Purpose of Hapū Mandate Hui:

13. The primary purpose of the hapū mandate hui will be for the hapū of Te Whānau a Apanui to decide on whether they support the proposed Mandate.
14. The hui resolution is as follows:

The hapū of [name] mandate the Te Whānau a Apanui Negotiation Team to represent Te Whānau a Apanui in negotiations with the Crown in respect of the comprehensive settlement of all the historical Treaty claims of Te Whānau a Apanui hapū.

The hapū of [name] mandate the Te Whānau a Apanui Negotiation Team to engage with the Crown in respect of foreshore and seabed claims, for the recognition of customary rights in the foreshore and seabed (to be progressed in the context of the Marine and Coastal Area (Takutai Moana) Act 2011).

Hapū Mandate Hui Vote:

15. Each hapū will have a publicly notified mandate hui at which that hapū will decide whether to support mandate or not. Hapū are empowered to come to the resolution to support mandate in accordance with their own tikanga.
16. The mechanisms adopted by each hapū for members to participate and input into the hapū vote will be conveyed at the information hui, on social media and the Te Rūnanga website.
17. Mechanisms for those who are unable to attend the hapū mandate vote hui, to participate, may include:
- (a) people being able to indicate their support/opposition by:
 - (i) email;
 - (ii) phone;
 - (iii) social media such as hapū Facebook pages; and/or
 - (iv) letter;

18. Each hapū will be required to provide the minutes of their meeting. These minutes are to clearly indicate how the hapū came to the resolution including any numbers in support and any in opposition.

Number of hui

19. Each hapū will hold their own mandate hui.

Notification

20. Notification of the mandate hui will be advertised in the same forums as the mandate information hui above.
21. Public notification will include:
 - (a) date, location, and time of the hui;
 - (b) the purpose of the hui;
 - (c) where further information on the hui can be found;
 - (d) the resolutions to be voted on in relation to the mandate process; and
 - (e) contact details for the Te Whānau a Apanui Negotiating Team.

Declaration of the results

22. The results will be notified in national and regional news media, including:
 - (a) Newspapers: Whakatane Beacon; Opotiki News and NZ Herald;
 - (b) Facebook: the Te Whānau a Apanui facebook page and other hapū pages; and
 - (c) Webpage: the Te Rūnanga webpage.

Hui-a-Iwi

Purpose of Hui-a-Iwi

23. The purpose of the hui-a-iwi is for hapū to convey whether they support or oppose the proposed mandate.
24. Hapū will provide the minutes of their meeting recording how the hapū came to the resolution including, any numbers in support and any in opposition at the hui-a-iwi.
25. Notification of the hui-a-iwi will be advertised in the same forums as the mandate information hui and hapū hui.