

## COMMUNICATION HUI AND SURVEY RESULTS

Ngāti Pāhauwera Development Trust are refreshing our communication strategy to improve our communication with iwi members, so that people are informed of Trust activities and can communicate with the Trust. We currently communicate to our members through the website, facebook, mass emails and face-to-face. We have held information sharing, kaumatua, whānau and rangatahi wananga in various locations, Wairoa, Mohaka, Waihua, Putere, Raupunga, Palmerston North and Wellington.

**Online survey:** 48 iwi members from Australia and all over New Zealand completed the online survey, some survey respondents chose to skip questions.

**Hui at Kohupatiki Marae:** About the same number of people attended the hui at Kohupatiki. The majority of respondents were over 35 years old and there were some Mohaka/Raupunga locals and kaumatua in the mix. The broke out into four groups and discussed each question, reporting back to the hui.

We were invited to Mangaroa Marae to hold a similar hui but only one workshop group contributed and all but one of those in the group were at the Kohupatiki hui. We will be holding the final communication hui in Mohaka in July.

Answers from the hui and the survey were rich, constructive and detailed which is greatly appreciated. We also have communication suggestions from staff and several Rangatahi Forum that have been held and these will be fed into the strategy also. Strong themes are coming through from the people which will be very helpful in forming the communication plan.

A strategy which will consider suggestions made is currently being prepared and is due to be implemented in the near future. Not all suggestions will be able to go ahead due to cost and staff limitations, but we want to make communication decisions that capture as many people as possible. We want to grow our communication capacity as the organisation grows, in order to inform our members. Our aim is to reach as many iwi members as possible with the information that they want to know, in the best format possible.

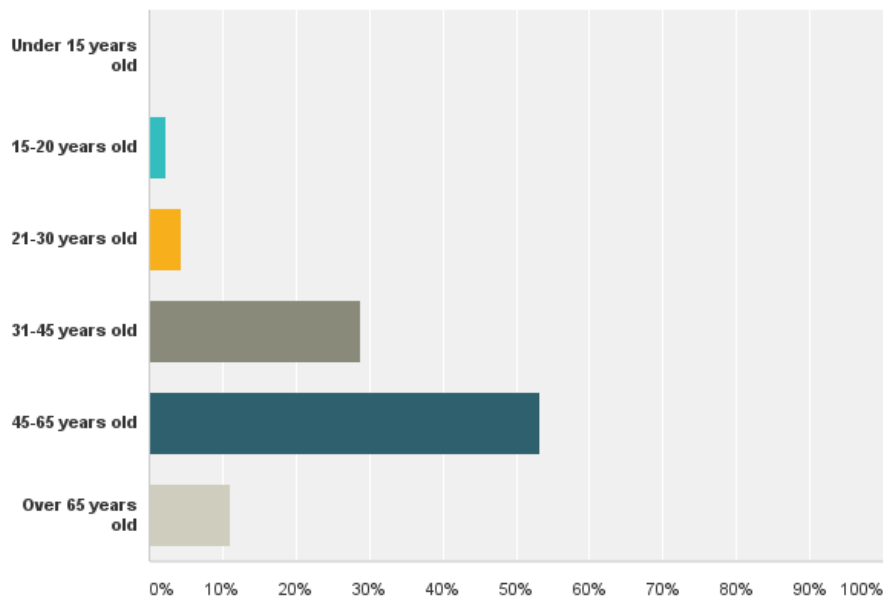
As requested - below is a summary of responses from members, from the hui held at Kohupatiki Marae, Mangaroa Marae and the survey conducted in May 2015.

## RESPONDENTS AGE

### Survey

#### Q2 How old are you?

Answered: 45 Skipped: 3

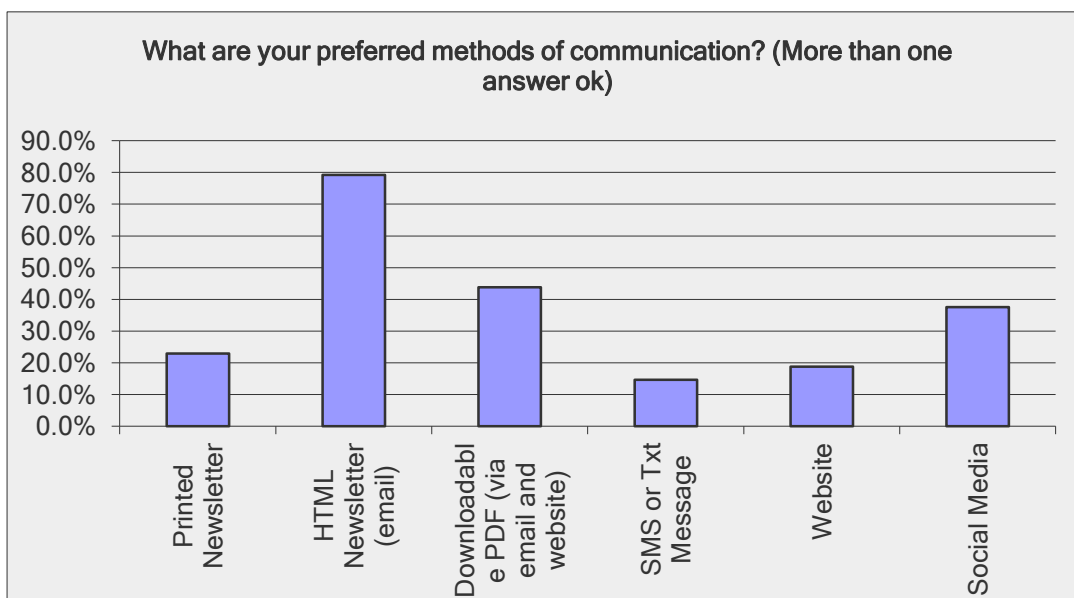


### Communication Hui

Attendance at Kohupatiki Marae and Mangaroa Marae was mainly by 35-65 year olds.

## Q1: What are your preferred methods of communication?

### Survey



Those that answered "Other"- wanted face-to-face hui.

Communication Hui

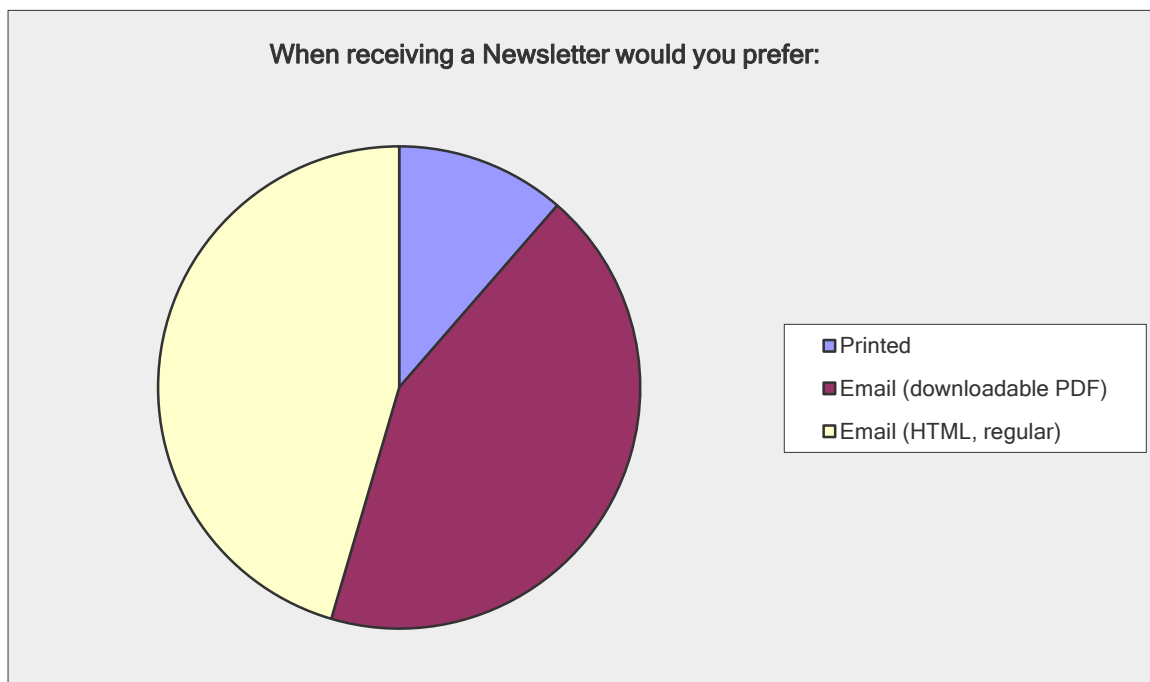
Summary of all groups answers:

- Regular panui (written/hard copy)
- Email (less paper)
- Facebook / Twitter
- Text
- Radio and Newspaper (for certain information)
- Kanohi ki te kanohi
- Word of mouth
- Whanau connections – responsible for informing whanau
- Need access to all those that don't have email, there is no reception at Mohaka/Raupunga
- All of the above

**Q2: When receiving a Newsletter would you prefer:**

Printed Newsletter, Email (Downloadable PDF via email and website) or Email (HTML, regular)?

Survey



Communication Hui

- Newsletters (printed) monthly
- Panui following every meeting/hui

### Q3: How often to you visit the Ngati Pahauwera Website?

#### Survey



#### Communication Hui

Group one: Never (majority of this group was Kaumatua)

Group two: Never – information is outdated (1 week, 1 month), Once a week.

Group three: Some did not know there was a website and said they would have a look

Group four: 6 out of 12, so half of the group checked into the website, but not frequently

Mangaroa Marae : Never

### Q4: Do you have any suggestions on improving the Ngati Pahauwera Development Trust website?

#### Survey

Summary of those who had suggestions below:

#### **Social**

- Current events, positive stories of Pahauwera whanau members, need to increase whanau participation, not just about the Trust
- History: research, land claims, maps
- Suggestion of a whakapapa database accessible only by members
- Key waiata and words for us to learn, more photos, video snippets, waka huia video links
- Scholarships (list of those that received) and Employment opportunities
- MLC land database, detailing Pahauwera Rohe, land and owners, maps
- Forum/chat room, comment function or way that members can interact with the Trust and give input

#### **Development Trust**

- Employees and Trustees profiles and portfolios
- Strategic plans, reports, board minutes, AGM documents

#### **Website itself**

- Links need updating, link to FB page, continue to keep it updated
- Links to things that can improve Pahauwera lives, more relevant to youth
- Website is tragic compared to a lot of other settlement entities

#### Communication Hui

- Relevant information is not on there
- Want notifications when website is updated
- Not interesting website, needs to be updated and be more captivating, friendly
- People who live away want a one-stop-shop
- Project and trustee/staff updates
- Sport matches
- Is the Pahauwera website the first thing that comes up in google?

## Q5: How often do you visit the Ngāti Pāhauwera Development Trust Facebook page?

### Survey



### Communication Hui

Group one: Sometimes

Group two: Every time I get a notification there is something on, I visit regularly, 5 Never and 2 Sometimes.

Group three: 7 out of 7 visit the Facebook.

Group four: 1 out of 12 visit the Facebook

Mangaroa Marae: Never (3 have facebook, 1 does not)

## Q6: Do you have any suggestions on improving the Ngāti Pāhauwera Development Trust Facebook page?

### Survey

8 respondents had no suggestion. Some said it was not applicable as they do not have a Facebook.

Summary of those who had suggestions below:

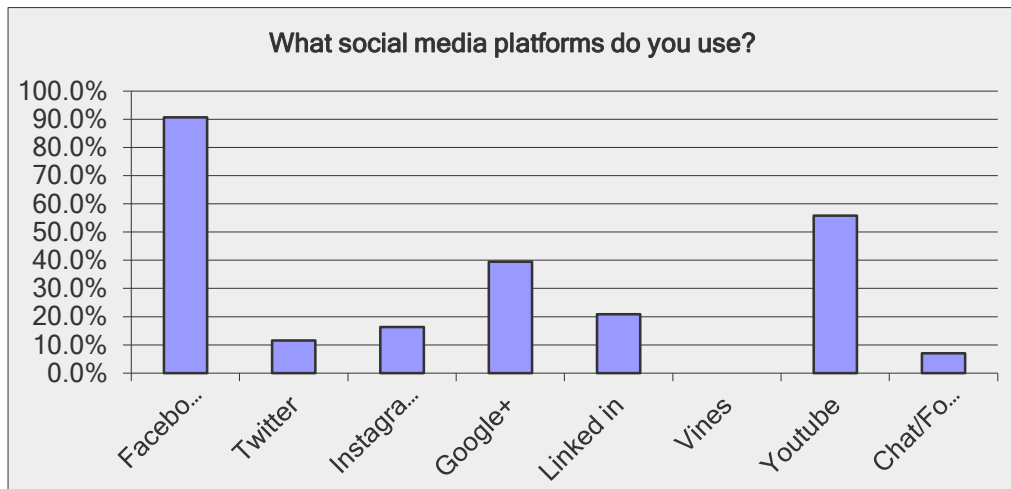
- Keep the info sharing coming
- Have a team handy for frequent updates
- Listen to the people
- Respond to comments or have contact details of who can give an answer
- Try and make users more aware of the Facebook page
- Link Facebook to Website and Instagram
- Same comments as the website i.e. video with tipuna, also ideas about housing both building and renovating, ideas about local mara kai and renewable resources. Programs running regarding water ways etc and replenishing locally depleted resources

### Communication Hui

- It needs to be monitored weekly
- More panui and posted earlier
- More historical facts and videos
- Questions asked to be answered in a timely manner (1 or 2 questions)

### Q7: What social media platforms do you use?

#### Survey



#### Communication Hui

Group one: Facebook sometimes, some did not use any

Group two: 7 use Facebook

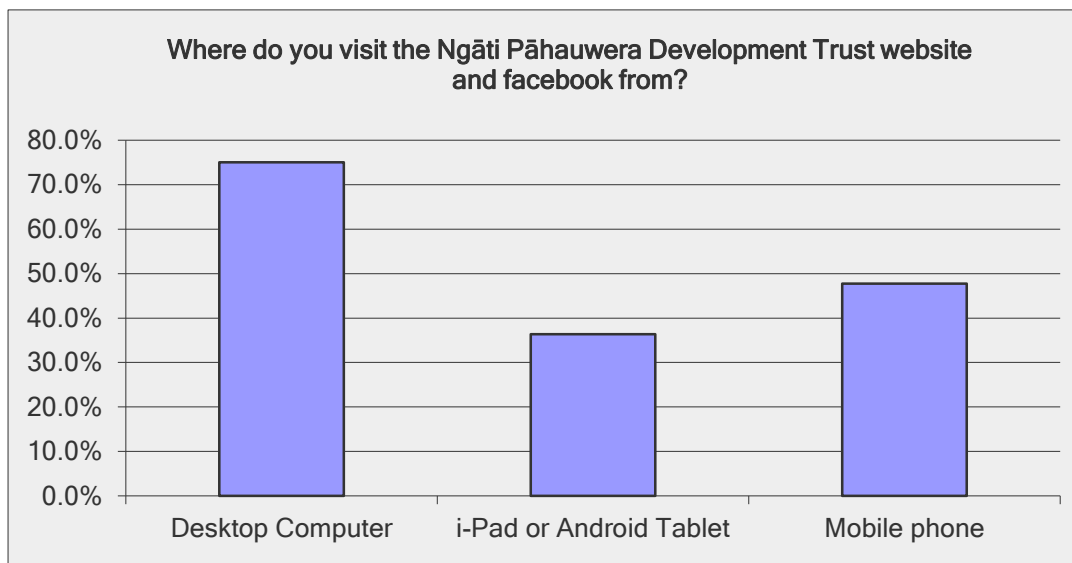
Group three: Did not answer

Group four: Face book, email, website but we should also utilise whanau gatherings and texting, Panui, Secretary's of marae

Mangaroa Marae: Twitter, facebook, Instagram – one has a home phone!

### Q8: Where do you visit the Ngati Pahauwera Development Trust website and facebook from?

#### Survey



Respondents at the Communication Hui followed the same pattern as above. Mostly desktop, then phone and i-pad/tablet.

## **Q9: Could you tell us what you would like to see the Ngāti Pāhauwera Development Trust doing in terms of communication?**

Combined summary of those who had suggestions and comments from survey and hui below:

### **Transparency**

- Stop avoiding the tough questions. Listen to our people. Trustees should have more involvement in the community. More youth involvement & influence. Rangatahi should be represented in the trustees. Stop trying to dictate to our people what's best for us and start listening. Our people are angry for a reason. They have awesome ideas but the trustees aren't listening. Some of the trustees are all about themselves.
- What you are doing now is fine. I don't have any concerns, I am well informed of what's going on
- Be transparent with everything. Leave no room for doubts or questions. Let the people know what is going on with the members, with the trustees with the organisation. Nothing should be a secret
- Keeping the Iwi in the "know" as all we are reading is negative feedback. Our family know there is a lot of good happening with the trust and the Iwi should to know about it too
- Better people skills, Respecting all beneficiaries as not all understand the inner workings of Trusts. Reassuring them of what you are doing and also answering questions they may have based on what they've heard so they can have peace of mind and can support more
- Who key people & decision-makers are, Communications – from all levels – identify who is who – what each entity does and who are they? Put your faces to the comments and reviews
- Be completely transparent uploading in a timely manner all minutes. All investments and rational for investments. Invite beneficiaries to vote on investments. Send out updated profiles of all board members and trustees

### **Frequency of communication**

- I appreciate the regular emails from the NPDT
- I already like how you email out about hui and events, perhaps if we could have a bit more than 3 week's notice (with a reminder notice 1 week out)for events that would help people who live out of the rohe to plan and attend
- Keeping website updated regularly, Updates and whanau information, Being more regular with whats happening for us
- I keep up with you and I find that Ngāti Pāhauwera Development trust do a pretty good job of getting the message out to the people in one form or the other. I have not failed to be contacted since I found my roots
- Whatever method used to make sure the message gets through

### **Hui**

- Have webcasts of hui
- Hui in the different regions in Aotearoa to vote on all issues because it costs to travel back to Hawkes Bay
- Even a 'oncer' would be nice for those who don't have the means of technology (some Pakeke and others) and/or for those who understand and express themselves(communicate)
- better visually, auditorially and physically. Hui a tinana - not only as a communication link but also beneficial holistically

## How information is presented

- Events calendar needs to be more visible
- **Monthly panui**
- Be consistent and keep all information up to date.
- Make sure all hui information is sent out to all parties irrespective of whether or not you think they might be interested. Check contact information regularly
- More communication from Trustees and what they are doing to better our iwi, communicated back to our people, not just left for AGM.

## Technology

- Maybe design an app that you can check for notices, events, occasions, alerts since most people these days have smart phones
- Keep the website updated! Out of date info SUCKS the kumara! Perhaps start a blog, as those are easy to share and pass around... include taura here in the blog too

## Q10: What information would you like to hear about? Topics?

*(bold items were mentioned many times)*

- **Everything** Any information that pertains to groups, individuals within Ngāti Pāhauwera. Education, Sporting, Hobby, Kapa Haka, Waka Ama, Hauora whether achievements or just Whanau awareness/education anything!
- Share outcome of this survey.
- **Marae**, Update re: Te Huki Marae (renovations)
- **Whakapapa**
- **Housing** – first home, home ownership, grants
- **Funding and Education grants, Rangatahi training and courses** (free), updates and involvement
- **Employment**, starting a business,
- **History** and Photographs
- Wananga – tikanga, kawa, waiata
- Renovating our marae
- Health
- Youth
- Social services (MC)
- Kapa Haka, Waka Ama, Hauora
- How can we help, get involved? future ideas for Ngāti Pāhauwera
- All the positive news and views, People doing well and why, Where our people are around the country, world.

## The Trust itself

- Accountability, Progress reports from the Trust, who are the trustees and board members, what the plans are for the future.
- **Financial Accounts**, Audits, Regular updates with investments and what is happening with the putea to improve the forward progress of the iwi.
- Commercial discussions



- Hui and minutes of hui, or results of hui
- Helpdesk for people who need info
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**Current Events:**

- Ngā panui o te mate, hei whakamōhiotia ki a māotu e noha ana ki waho o te rohe. virtually every thing keep up with what is going on and up to date with all the whanau.
- I like the marae cultural revitalisation hui you have been doing. Those are absolutely fantastic
- Nga kaupapa a Iwi
- Everything. Education, health, celebrations i.e. birthdays, weddings and more, meetings, financial situation
- Lots more community interaction to reunite everyone again. Lots of water under many bridges time to fix the bridges and start a fresh and help families to re-enter the community hub and all participate.

**Culture:**

- Wananga moteatea, reo, intrinsic stuff that builds our cultural capacity
- Culture and heritage, preservation and conservation, matauranga, partnerships (are we in partnership with others) enterprise, opportunities, our cultural icons (reti board, hangi stones etc) Korero tuku iho, waiata... the whole hog!
- Monthly booklet to highlighting Pāhauwera whakapapa, whanau and iwi, though I think you are too late

**Future:**

- advancement for our people and iwi and how the trustees are doing this and what it looks like etc.
- What are we doing to be self-sustaining? Regular checks on our goals. If this is happening already, I am not getting that information or hui dates

**Q11: What would you like the Trust to do for Pahauwera?**

*This question was asked at both of the Communication Hui, presented in bullet points*

- NP website address [www.ngatipahauwera.co.nz](http://www.ngatipahauwera.co.nz)
- Footnote – knowing how to access the website
- Tangihanga, marae, waiata
- Updated and reviewed
- HAI
- Trustees profiles, Staff profiles, Projects and who manages them?
- Highlight successors
- Beneficiary Roll on web
- Trust to connect to NP at Raupunga. Putere, Mohaka and Waihua
- Transparency
- Notified of what is happening
- DOC/Pan Pac/ HBRC and Govt agencies to liaise and involve local schools/ Rangatahi on native/riparian plantings
- 65 club
- Promoting Kiwi Savers Scheme
- Programme for Rangatahi and involve them at the beginning
- Housing

- Look at cheaper power/bulk buying
- Water
- Sponsorship for Matatini
- Incentivise Pāhauwera to be proud of Pahauwera
- Reach out to Pāhauwera whanau to lend a hand
- Support for schools, Kura Kaupapa
- Not be so exclusive

## **Q 12: Do you have any other comments and feedback? We welcome your feedback**

*This question was asked in the survey, people had more space to give in depth answers*

- More interaction on website and facebook. Alot of unanswered questions on facebook. As I don't attend meetings because of location, I would appreciate communication / AGM reports. Be more transparent and communicate in laymen terms and language so all can be educated in what is happening.
- I would like to see an annual report in the form of a booklet that tells us everything about the Trust and whatever is available to members
- Have a professional communications team who are up with the know and are available online or however way the ppl need to contact them.
- Make communication easy for ppl. Follow up on concerns etc.
- Communication is an issue if there is a question answer option maybe people can trust the organisation and fair conduct to all and respect for all .. we have lost that I believe .. helping families by creating Community Activities Funded and asking Locals for help and input can help so everyone feels like they contribute ... Unity is Strength ... Kia Ora
- Ngati Pahauwera kappa haka roopu ki Mohaka, ki Ahuriri etc...
- No, I can only say the web site is easy to navigate, and I am well informed,
- Do you see there being a need on the website for a Whānau page where Whānau could link in and add pānui, photos specifically for any achievements? (or is this what Face Book is for?)
- Thank you for reaching out to everyone.
- Get the info out to the world via all social media tools
- Show art works, songs sports and people
- Keep communicating, Keep linking us.
- Really want to know about our successes that we already have. How are we benefiting from projects completed or still in progress.
- Keep up the good communications and I am sure everyone will agree things will fall into place.
- Keep up the good work
- Do more collaborative work (share the resource, halve the time) Take advantage of ALL opportunities
- CONTINUE BEING AWESOME!
- He aha te mea nui? He tangata, He tangata, He tangata!
- Local news is also development
- Thank you 😊 for all your hard work and effort.

# CONCLUSION

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Kia ora koutou

Thank you everyone that has submitted and participated in this scoping exercise. It is great to see the interest that the Iwi has in the Trust, the ideas and the thoughts on improving and working together as whanau

We will continue to keep you updated and work on improving our communication.

Nga mihi mahana

Ngati Pahauwera Development Trust