

TE HAU TAPUWAE O TE ATIWA



Findings Report – Pāhake

13th September 2025



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1. Introduction

This paper provides the findings and approach for our staged *Te Hau Tapuwae o Te Atiawa* engagement. Developed with the Board's guidance and advisory, our approach is to capture and reflect the aspirations of our whānau and the mauri of Te Atiawa to inform the refresh of the *Te Kotahitanga o Te Atiawa 2026–2031 Strategy*.

The following summarises the whānau kōrero gathered through our Te Hau Tapuwae engagement at the Pāhake Lunch Hui at Novotel Hotel, New Plymouth on the 13th September 2025. This paper gives a summary of the key themes to ensure whānau are provided a view of how their korero has been shaped toward a strategic vision. The method of delivery for the Te Hau Tapuwae o Te Atiawa engagement and the process for collation of the findings is provided from section 4.

2. Purpose

The Te Hau Tapuwae engagement was designed to:

- Reflect on the previous strategy period *Te Atatū (2021–2026)*
- Gather insights to guide the new 2026–2031 Strategy
- Create space for whakawhānaungatanga and transparent kōrero
- Ground the engagement in our three pou: *Te Iho Tū, Te Iho Whenua, Te Iho Tangata*

3. Engagement Overview

He Hauwhenua, He Haumoana

Engagement	Date	Format	Participants
Pāhake Lunch Hui at Novotel Hotel, New Plymouth	13 th September 2025	Kanohi ki te kanohi	16

The engagement began with our lead facilitators presenting and reviewing the previous five-year strategy. Space was provided during the presentation for whānau to ask questions or share their whakaaro about the strategy.

Following this, whānau were split into three smaller groups to kōrero through the next phase of the strategy (2026–2031). Each group worked through **all three pou** in their own time:



- **Te Iho Tū – Resourceful and Secure**
- **Te Iho Whenua – Thriving alongside the environment**
- **Te Iho Tangata – Strong and Connected**

For each pou, the same four questions were asked:

1. **What are your top priorities that align to Te Iho ... (Tū, Whenua, Tangata)?**
2. **What resources do you think are required to realise these priorities?**
3. **What (if any) kaupapa that Te Kotahitanga o Te Ātiawa are delivering would you keep or remove?**
4. **What changes and/or improvements would you like to see in the next 5–30 years?**

Each table had a facilitation lead whose role was to:

- **explain the pou and respond to pātai,**
- **provide further explanation when whānau were unsure, and**
- **make sure feedback was captured under the pou chosen by whānau.**

Whānau recorded their feedback on post-it notes (Appendix 1), which were collected after each round. This minimised group influence and ensured all voices were heard. Kaimahi also entered the raw data during the hui, and table facilitators provided a brief verbal summary of whānau kōrero at the close of the engagement.

4. Summary of Key Themes (FINDINGS)

The following tables provide a high-level view of the Major Themes, Sub-Themes and insights against each of the pou, as well as emerging themes. For a more detailed view you can also look at the raw, clean and themed data in ***DATA SPREADSHEET*** (link below).

[Click HERE to view the Spreadsheet](#)



Te Iho Tu

Major Theme	Sub-Themes
Keep building housing that is affordable to rent or buy (Investment in housing options that meet the needs of Te Atiawa Whānau)	<i>Access to Housing, Housing, Holistic Housing Options, Home Ownership</i>
INSIGHTS: Affordable housing remains a priority, with aspirations for practical pathways into secure homes that reflect the needs of whānau now and into the future, whether through rental, ownership, or shared models. <i>“keep everything with housing for the people”</i> <i>“affordable housing”</i>	
Major Theme	Sub-Themes
(Potential refresh of) Investment Approach	<i>Investment, Strategy and Relationship Building</i>
INSIGHTS: There is a call to revisit how iwi investments are structured, seeking approaches that balance financial growth with collective benefit and long-term sustainability, while still encouraging innovation and new partnerships. <i>“More economic development”</i> <i>“Set target into primary industries”</i>	
Major Theme	Sub-Themes
We will invest in buildings that can be used for wellbeing outcomes for our own people Investment in property that focusses on the provision of social outcomes	<i>Investment and Strategy</i>
INSIGHTS: Iwi investment in infrastructure is seen as vital for improving hauora, education, and whānau connection, ensuring developments are not just financial assets but also spaces that directly uplift wellbeing. <i>“Rangatahi support for sports – finance academies”</i>	



“Te Atiawa have own museum as are other iwi”

Major Theme	Sub-Themes
Investing in our people to be the best boss men and women they can be. Entrepreneurial and Business Innovation, Growth and Development	<i>Knowledge Growth, Content Creation, Investment, Relationship Building, Strategy, and Engagement and Communications</i>

INSIGHTS: Our pahake want to see greater support for business innovation and leadership, with a focus on building skills, creating opportunities, and ensuring that entrepreneurial growth strengthens both individuals and the wider iwi.

“Building whānau capability to be self-sufficient personal/buisness”

“Support for Māori business to be sustainable”

Te Iho Whenua

Major Theme	Sub-Themes
We are staunch in our protection of Te Taiao Toitū te whenua	<i>Taiao protection, Advocacy, Strategy, Knowledge Growth, and Investment</i>

INSIGHTS: Protecting whenua and taiao is non-negotiable — land, water, and resources must be safeguarded as the foundation of identity and survival.

“Education to uphold the protection of environment”

“Rethink any initiatives that damage awa/whenua or fix what is happening now”

Major Theme	Sub-Themes
Our people have access to knowledge, skills and resources that will set them up forever! (Environmentally Secure and Sustainable)	<i>Knowledge Growth, Content Creation, Investment, Event, Taiao Protection, Iwi Sustainability, Kai Security, and Advocacy</i>

INSIGHTS: Pahake want lifelong tools and resources that support resilience, self-sufficiency, and growth. The focus is on building skills and opportunities that enable future generations to thrive.



<i>“Kai security programmes need to be enhanced, more resources”</i> <i>“More options/opportunities for our rangatahi to be involved in Taiao space”</i>	
Major Theme	Sub-Themes
We can drink, swim and eat kai from our water (Waterway Re-generation and Preservation)	<i>Wai Protection, Advocacy, Knowledge Growth, and Engagement and Communications</i>
INSIGHTS: Healthy waterways are central to wellbeing, with aspirations to restore them so they provide safe kai, clean drinking water, and spaces for connection. This reflects both environmental care and whānau health. <i>“advocacy lead te mana o te wai”</i> <i>“keep freah water clean”</i>	
Major Theme	Sub-Themes
We know our bones are of this whenua. Living our pepeha	<i>Iwi Sustainability</i>
INSIGHTS: Pahake highlight the deep connection to whenua and the importance of knowing where we belong. Living our pepeha is about strengthening identity and grounding uri in place. <i>“More family on the whenua”</i>	



Te Iho Tangata

Major Theme	Sub-Themes
Our whānau are provided the opportunity to be their best knowledgeable selves. Access to knowledge growth and advancement	<i>Knowledge Growth, Investment, Business, Relationship Building, Content Creation, Advocacy, and Strategy</i>
INSIGHTS: Opportunities for learning and growth are seen as key to unlocking potential. Pahake want access to knowledge that supports both individual success and collective strength. <i>“Whanau financial security”</i> <i>“Support education grants & training and employment pathways”</i>	
Major Theme	Sub-Themes
Our whānau get to go to cool events and engage in Kaupapa that celebrates who we are and connects us to each other. Celebrating Whakapapa	<i>Events, Knowledge Growth, Investment, Relationship Building and Advocacy</i>
INSIGHTS: Celebrating whakapapa is about bringing people together in ways that are fun, cultural, and meaningful. Our Pahake see events as a way to strengthen connection and pride. <i>“Keep the kaupapa going strong!”</i>	
Major Theme	Sub-Themes
We are always learning and growing our reo and tikanga Advancing Te Reo me ōna tikanga o Te Atiawa	<i>Knowledge growth, Relationship Building, Investment, and Engagement and Communications</i>
INSIGHTS: Language and tikanga are central to identity, and our Pahake want more opportunities to learn and grow these. Advancing reo and tikanga is seen as critical for future generations. <i>“Tamariki - more te reo establishment in primary and secondary”</i> <i>“5-30 years, more people are practicing Māori research teachings”</i>	



Major Theme	Sub-Themes
We have the right data about our people to make decisions. Data capture	<i>Knowledge growth, and Engagement and Communications</i>
INSIGHTS: Pahake emphasise the need for accurate and up-to-date data to support good decision-making. Having the right information ensures iwi planning reflects real needs. <i>“Increase iwi membership participation in iwi elections and overall participation”</i>	
Major Theme	Sub-Themes
Our leaders listen to and serve our people to the best of their ability while actively growing our leaders of tomorrow. Growing strong leadership and ongoing succession	<i>Advocacy, Knowledge Growth, Sovereignty, Hapū Sustainability, and Iwi sustainability</i>
INSIGHTS: There is a strong desire for leaders who serve with integrity and accountability while creating pathways for emerging leaders. Our Pahake want succession planning that actively nurtures and prepares the next generation. <i>“Succession!! In all areas”</i> <i>“Guidance for hapū to reach the goal to independence/self-determination from governance”</i>	
Major Theme	Sub-Themes
Our people know what’s going on. Communications Approach	<i>Engagement and Communications, Relationship Building, Knowledge Growth, and Events</i>
INSIGHTS: Pahake want clear and consistent communication, so they are informed and engaged. Transparent updates help people feel connected to iwi decisions and kaupapa. <i>“Regular comms to membership”</i> <i>“Upskill all aspects of the 3 Pou education”</i>	



Emerging Themes

Major Theme	Sub-Themes
Grants and Scholarships	<i>Investment</i>
INSIGHTS: Our Pahake value grants and scholarships as practical support that opens doors for learning and growth. They want these opportunities to continue so uri can reach their potential. <i>“continue scholarship grant”</i> <i>“More grants for those that represent in sports & uri of TKoTA”</i>	
Major Theme	Sub-Themes
Our journey to Sovereignty	<i>Sovereignty</i>
INSIGHTS: The journey toward sovereignty reflects Pahake aspirations for greater control of iwi futures. It is about strengthening self-determination and collective independence. <i>“Hapū independence/self determination”</i>	
Major Theme	Sub-Themes
Our people are able to live long and healthy lives. Hauora Approach	<i>Investment, Knowledge Growth, Relationship Building, and Advocacy</i>
INSIGHTS: Health and wellbeing are strong priorities, with calls for support that helps whānau live long, healthy lives. This includes practical resources that make a real difference day-to-day. <i>“More education around natural rongoa”</i> <i>“Being in control of your whole well-being, Holistic Approach”</i>	
Major Theme	Sub-Themes
We want to stay relevant and be a part of changing the world Tech Innovation	<i>Investment</i>



INSIGHTS: Embracing technology is seen as important to staying connected and relevant in a fast-changing world. Pahake want the iwi to be proactive and forward-looking in this space.

“Investment in AI technology to be leaders in this field”

t

Un-themed

“kaimahi accountability for follow up to whanau who have expressed they want to do Ka Uruora
Financial literacy”
“commitment”

INSIGHTS: Some whakaaro sat outside set themes but still show aspirations for growth, connection, and wellbeing. These highlight the diversity of whānau voices and ideas.



5. Our Approach

Te Karakia o Wharematangi provides the guiding framework for our Te Kotahitanga o Te Atiawa Strategy. We have also utilised this framework in our approach to our communications and engagement to ensure we are grounded in our own korero.

Te Karakia o Wharematangi Framework

E rere (e)	Engagement Approach
He hauwhenua He haumoana	Te Atiawa Whanui Broad Te Atiawa engagement (outside of Taranaki)
Whakaroro ki tai tōnga ki tai māuru	Te Atiawa ki Taranaki Localise Te Atiawa engagement (inside of Taranaki)
Ki te iho tū ki te iho whenua Ki te iho tangata nā Hineahuone	Ngā kaupapa matua Te Atiawa resourceful and secure Te Atiawa thrives with the environment Te Atiawa is strong and connected
Tēnei ka whai tapuwae Tēnei ka whai taumata Tēnei ka whai mārae whare	Action Short term strategy/goals/activity towards objective Medium term strategy/goals/activity towards objective Long term strategy/goals/activity towards objective
Kia mātua i a au, Ngāruē e ai!	Review and Assessment Achievement

6. Method – Workshop

The workshop method is closely related to a focus group. It brings participants together at the same time to share their views in a collective setting. This approach creates space for critical thinking, where ideas can both be challenged and validated, and where whakaaro can be shared across the group. In this way, more knowledge and insight can be drawn out through the collective korero.

At the same time, there are some limitations to this method of capture including but not limited to:

- Group dynamics can create a sense of consensus that may not reflect an individual's view; and
- Strong voices within a group may influence others, a dynamic often called 'group think'



We chose workshop as our method for this engagement, so we are able to gather as much information across a wide range of views as possible.

7. Method – Sense-making and Theming

After the engagement, our team then came together to undertake sense-making and theming of the information that was shared by whānau. To ensure our sense-making and theming was robust, we utilised thematic analysis along with deductive and inductive reasoning (**Appendix 2**).

The first stage of this sense-making was a hui with the one of the lead facilitators and two kaimahi who had been part of the engagement and one kaimahi who supports bringing all the information together. We worked through the feedback, using the pou framework to guide and re-orient where the feedback fit within the framework.

One limitation of this process was that some of the feedback lacked context or did not clearly align with the framework. This meant we needed to have robust discussions to ensure we understood the intent behind the feedback, and that it was placed under the pou where it naturally aligned.

We then moved into an inductive approach to understand the sub-themes under each pou. By allowing these themes to emerge naturally from the feedback shared, the analysis stayed grounded in the lived realities of our whānau.

The sense-making proceeded in the following steps:

1. **Pou allocation** – All korero was sorted under the pou most relevant to its content, regardless of where whānau had initially placed it. Where responses could not be clearly placed, they were collated into **emerging themes**.
2. **Theming by Kaupapa** – We themed the feedback according to *Kaupapa (topic)* identified within the responses, rather than grouping by process or population cohort – these were our sub-themes, a process that was undertaken twice.
3. **Merging sub-themes** – A second look at the Kaupapa enabled us to bring together sub-themes where there was a natural alignment.
4. **Major themes** – Once we had completed sense-making and merging of Kaupapa, to create sub-themes, we started to look at what the overall theme for the Kaupapa would be. For each Kaupapa area we created a major theme.
5. **Insights** – We then created small insights based on the sub-themes to illustrate what the intent of the major theme was trying to communicate.
6. **Emerging themes** – We noted several emerging themes that did not align with the pou. These themes are captured and will be developed further as we continue with the engagements.
7. **Unthemed** – We also noted some korero that we have not themed but provided an insight to its purpose.



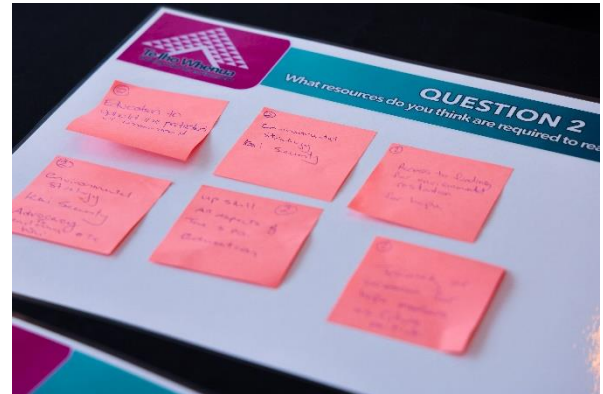
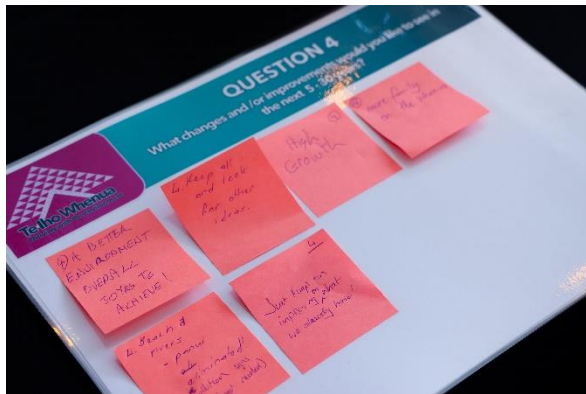
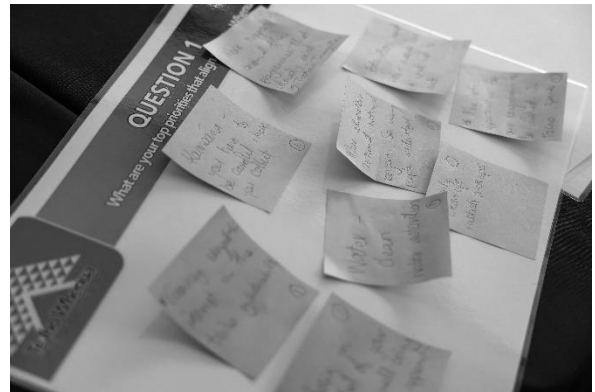
8. Next Steps

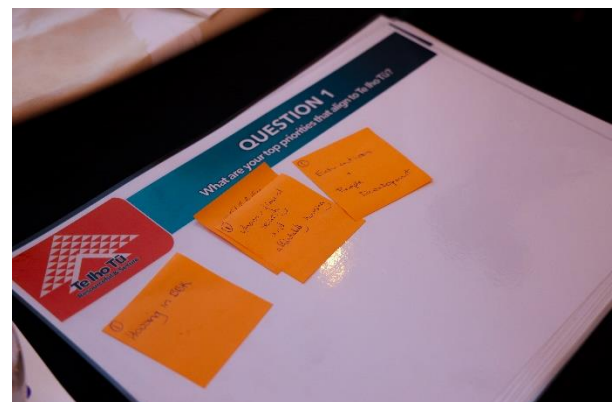
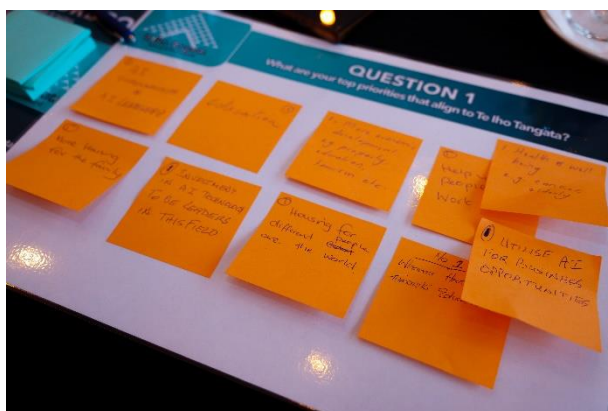
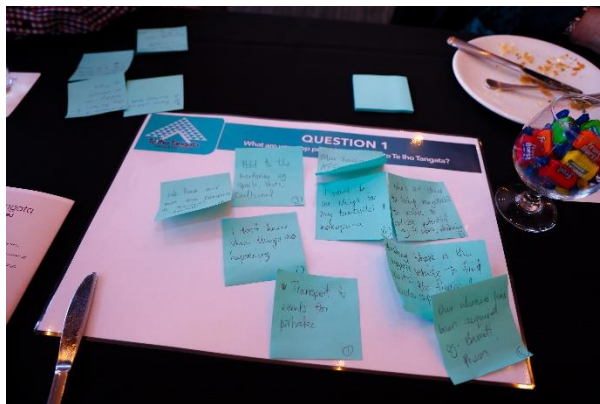
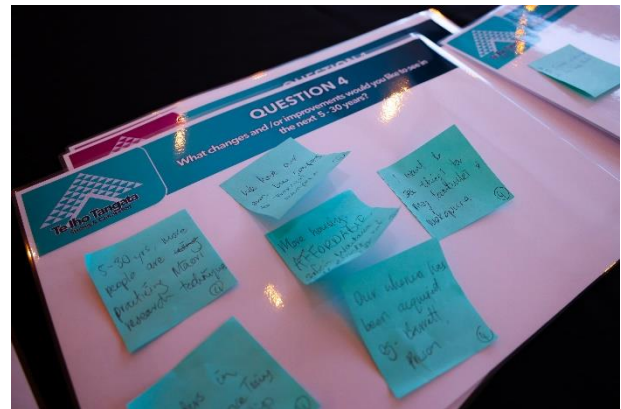
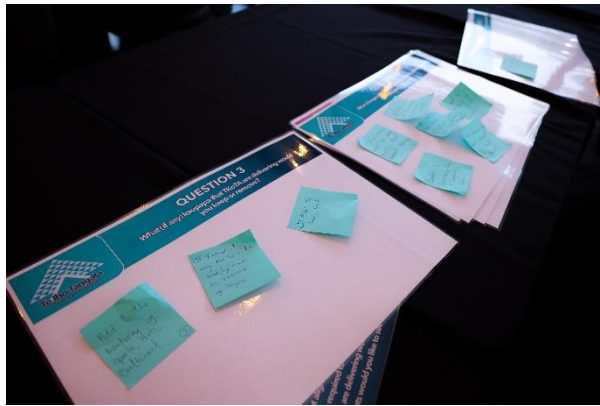
Over the next 6 weeks we will be continuing our engagement across several different platforms and across the country. Each engagement will have a findings paper developed with Major Themes, Sub-Themes and Insights provided. All whānau who have registered and joined the engagements will receive the findings papers from all engagements as we progress.

Once all Te Hau Tapuwae o Te Atiawa engagements have been completed, there will be a final findings paper that will collate all engagement korero. This will support the refresh of the Te Kotahitanga o Te Atiawa Strategy 2026-2031.



Appendix 1: Photos from Pāhake Engagement (13th September 2025)





Appendix 2: Analysis (Thematic, Inductive and Deductive)

Thematic Analysis:

Thematic Analysis is the act of examining and interpreting information collected within research to find key themes or insights from which to draw logical conclusions.

Inductive Analysis

An inductive approach to analysis is a method where the development of themes is guided by the data collected, rather than based on pre-existing theories, concepts, or frameworks. This approach is particularly useful in qualitative research, where the goal is to understand phenomena from the perspective of the participants. By focusing on the korero elicited during the research process, researchers allow the themes to emerge naturally from the data, ensuring that the analysis is grounded in the participants' experiences and viewpoints.

Deductive Analysis

A deductive approach to analysis is a method where the capture and development of themes are guided by pre-existing theories, concepts and frameworks. This approach is often used in quantitative research but can also be applied in qualitative studies where the researcher aims to test or validate existing hypotheses.

