

WAIKATO REGIONAL

Maaori Profile

PAKEKE (MAAORI ADULTS 18+)

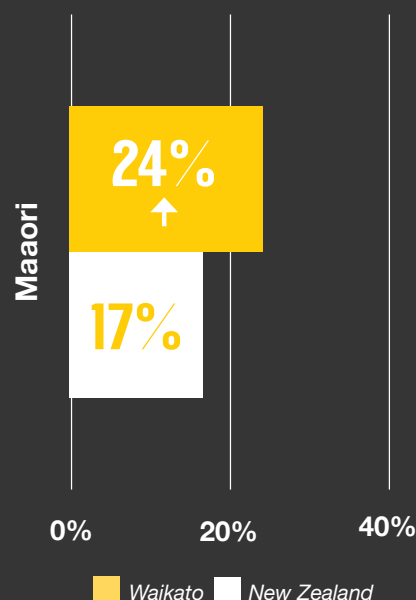
This profile looks at participation levels and preferences of Maaori¹ adults through play, active recreation and sport in the Waikato.

WHAT WE DO

55%

of pakeke² do more than 150 minutes of exercise per week (enough to positively impact their health)

OUR POPULATION³



Maaori are the second largest ethnic group in the Waikato region. There are a higher percentage of Maaori people in the Waikato region's population than there is in New Zealand's population.

Maaori⁴ are the indigenous people of Aotearoa (New Zealand). Through the founding document of Aotearoa, Te Tiriti o Waitangi (The Treaty of Waitangi), Maaori are promised partnership, protection and participation by the crown.

Sport Waikato endeavour to honour Te Tiriti and are committed to developing ways to uphold these principles.

↓ ↑ Significantly higher or lower than the national average

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1. Please note that Sport Waikato uses Waikato Tainui's preferred spelling of double letters for the long vowel sounds of Te Reo words. 2. All information in this profile is on Maaori Pakeke, unless stated otherwise. 3. Statistics New Zealand, 2018. Census 2018. Available online at nzdotstat.stats.govt.nz. 4. It should be acknowledged that Maaori are not a homogenous group; differences exist between iwi, hapuu and whaanau. Data provided within this profile is based on Waikato respondents who identified as New Zealand Maaori or Cook Island Maaori through the Active NZ survey.

HAAKINAKINA AND MAAORI VALUES

HAAKINAKINA (SPORT) IS CLOSELY CONNECTED TO MAAORI VALUES LIKE



Whanaungatanga
(kinship,
relationship)



Manaakitanga
(respect,
reverence)



Aroha
(compassion)

58% ↑ of pakeke grew up in active whaanau (families)

72% of pakeke think that being physically active with their tamariki (children) is an important part of their whaanau life

46% of pakeke prefer to be physically active with others

THROUGH

TOP 10 SPORTS OVER THE LAST 7 DAYS



Kauhoe
(Swimming)



Paa-whutupooro
(Touch Rugby)



Mekemeke
(Boxing)



Haupooro
(Golf)



Whutupooro
(Rugby)



Kapa haka
(Traditional
Maaori dancing)



Poituukohu
(Basketball)



Poitarawhiti
(Netball)



Whana poikiri
(Football)



Poikoopiko
(Table tennis)

COMPETITION THROUGH SPORT

37%



of pakeke have played sport for Aotearoa

BUT ONLY

16%

have participated in competitive sport within the last 7 days

EVENTS



One in three pakeke have participated in events in the last 12 months

CLUBS

27%

of pakeke belong to a sports club

KARAWHIUA!

(GIVE IT HEAPS)

TOP 5

most frequent activities over the last 7 days

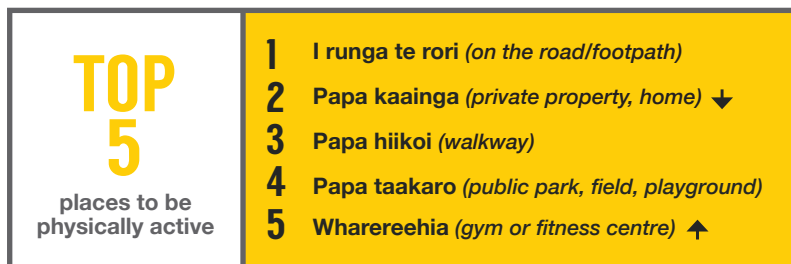
- 1 Hiikoi (walking)
- 2 Oma (running/jogging)
- 3 Whakapakari tinana (individual workout using equipment)
- 4 Mahi maara (gardening)
- 5 Mahi haakinakina (playing games e.g. with kids)

50%

of pakeke feel that they get the chance to take part in the physical activities they want

It is important that development of opportunities for Maaori consider culturally distinctive pathways for haakinakina where Maaori are able to participate as Maaori.

WHERE



23%

of pakeke belong to a wharereehia (gym or fitness centre)



73%

of pakeke see physical activity as an essential part of their life

WHY WE PARTICIPATE

TOP 5 REASONS PAKEKE GET ACTIVE



Pakeke are significantly more likely than the regional average to participate to improve skills and performance, or to challenge yourself and try to win.

WELLBEING

Haakinakina is important for Maaori and provides an opportunity to build a strength-based approach to improving equity and wellbeing for whaanau.

93%

of pakeke understand why taking part in physical activity is good for them

82%

of pakeke believe physical activity is very important for their physical and mental or emotional wellbeing

BARRIERS

72%

of pakeke want to do more physical activity

TOP 5 BARRIERS

- 1 Other commitments are taking priority (e.g. work, family)
- 2 I am too tired or don't have the energy
- 3 I struggle to motivate myself
- 4 I've got out of the habit
- 5 I'm not fit enough

VOLUNTEERING

4.93 hours volunteering per week

35% volunteered in the last 12 months

TOP 5 VOLUNTEER ROLES

- 1 Kaiwhakaako (*coaches - individuals or teams*)
- 2 Kaiaawhina (*helped a team, club or group*)
- 3 Kaitaakaro (*officials*)
- 4 Kaiaarahi (*event assistant*)
- 5 Kaiwhakahaaere (*team manager*)

TE WHETUU REHUA

Te Whetuu Rehua (developed by Sport New Zealand as part of He Oranga Poutama) is a guide to developing opportunities for Maaori and a tool to refine programme monitoring, evaluation and reporting, and as cultural schema from which to continue to explore and grow our understanding of 'as Maaori' participation in haakinakina – and its contribution to Maaori identity and wellbeing.

This graphic is a simplified version of Te Whetuu Rehua. For more information on Te Whetuu Rehua go online to:

<https://sportnz.org.nz/managing-sport/search-for-a-resource/guides/te-whetu-rehua-the-guiding-star>



Te Whetuu Rehua recognises the contemporary complexity of living as Maaori, and therefore each dimension has three levels.

1. The outer level reflects mainstream provision and participation in which Maaori also participate
2. The middle level moves closer to the aspirational goal of 'as Maaori', recognising contemporary realities such as the mixed te reo Maaori abilities of many Maaori whaanau
3. The central level achieves the goal of 'as Maaori'

The closer an activity maps to the centre of Te Whetuu Rehua, the more enabling of participation as Maaori an activity is assessed to be. No single dimension constitutes participating as Maaori. When comparing mainstream sport and recreation experience relative to the five key dimensions, it becomes easier to distinguish the difference between participation in sport and recreation by everyone including Maaori and the more culturally distinctive participation as Maaori.

Te Whetuu Rehua enables providers;

1. to maintain a focus on meeting the emerging and growing demand among Maaori communities
2. to use physical activity as a vehicle for the rejuvenation of all things Maaori – including connecting to whakapapa, maunga, awa and moana (places of significance), respecting Tikanga and using Te Reo, and participating in traditional Maaori activities and games
3. a clear guide for delivery in Maaori settings and when Maaori participation is a focus

By using Te Whetuu Rehua to shape the delivery of as Maaori sport and recreation, Maaori whaanau and individuals are able to access cultural opportunities and activities (through sport and recreation) that facilitate access to cultural opportunities and cultural knowledge that enhance their identity and expression as Maaori.

METHODOLOGY

Active NZ replaces the previous Active NZ survey series (last conducted 2013/14) and the inaugural Young People survey (2011) conducted by Sport New Zealand. The survey uses a sequential mixed methodology and a continuous survey approach. The results in this report are based on data collected through the Active NZ survey between 5 January 2017 and 4 January 2018 from 1,137 young people (aged 5–17) and 5,563 adults (aged 18+) in the Waikato region, across ten Territorial Authorities. For more information refer to the Sport New Zealand Active NZ 2017 Participation Report.

Data presented is based on all respondents and inclusive of 7 days and 12 months unless otherwise specified.

RESOURCES / REFERENCES

- KTV Consulting, 2017. Māori Participation in Community Sport Review – Prepared for Sport New Zealand.
- Sport New Zealand, 2013. He Oranga Poutama: What we have learned. Wellington: New Zealand.
- Sport New Zealand, 2018. Active NZ 2017 Participation Report. Wellington: New Zealand.
- State Services Commission, 2006. The Treaty of Waitangi – All about the Treaty. Wellington: New Zealand.
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Hamilton Office Brian Perry Sports House, 51 Akoranga Road, PO Box 46, Hamilton 3240, New Zealand

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