



MY MASTERTON OUR PEOPLE, OUR LAND STRATEGY

*He Hiringa Tangata
He Hiringa Whenua*

CULTURAL DEVELOPMENT

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INTRODUCTION

Haramai e tama, puritia ki te aka mātua
Come now and grasp the parental vine
“we are all linked in some way”

This document is focused on the cultural development area of the My Masterton Our People, Our Land Strategy *He Hiringa Tangata, He Hiringa Whenua*. This part of the strategy provides a framework for priorities that contribute toward our aspirations for cultural development (both internally as an organisation and outward facing to our community).

Culture connects and strengthens communities, instils a sense of pride and identity and improves individual and community health and wellbeing. Māori culture, in particular, is central to our sense of New Zealand’s uniqueness as a place, a society and a nation, and is a defining feature of our identity in the world.¹

Our roles for Cultural Development include being a funder, partner, collaborator, leader and facilitator (for example collaborating with Iwi on Waitangi Day celebrations and providing funding to protect, maintain, restore and/or develop our local marae). We want our Cultural Development priorities to complement the aspirations of Rangitāne o Wairarapa and Kahungunu ki Wairarapa.

We aspire to be a leader in Cultural Development. By this, we mean championing and taking a leadership role in having a sense of pride in our country’s culture and heritage, and valuing the role and place of tangata whenua within our district. This is what we want for the Masterton district and our people.

¹ Ministry for Culture and Heritage (2014) Cultural Sector Strategic Framework 2014-2018, page 3

BACKGROUND

MDC STRATEGIC CONTEXT

Cultural Development is a priority area for Masterton District Council/Te Kaunihera ā-rohe o Whakaoriori (MDC). In the 2015-25 Long-Term Plan, we stated our commitment to engaging more effectively with Iwi and Māori communities to achieve our goal of true partnership and greater co-governance across MDC's business activities.² More recently, MDC has been focused on working towards becoming a more bicultural institution.

IWI STRATEGIC CONTEXT/PERSPECTIVES

Kahungunu ki Wairarapa and Rangitāne o Wairarapa have their own aspirations for Cultural Development. MDC want our cultural development aspirations to align with Iwi to enable us to work towards shared outcomes for greater results.

The Kahungunu ki Wairarapa Strategic Plan 2015-2019 has six overarching goals that includes Cultural and spiritual opportunities for our people with the ultimate outcome of whānau being proud of their identity. Strategies to achieve this goal are ensuring that Marae are utilised and supported, Wairarapatanga wānanga are held for whānau, and cultural interactions are supported. The strategy also includes the goal of Educational advancement of our whānau with whānau succeeding in educational pursuits as the outcome to be achieved. Strategies to achieve this goal are the implementation of their *He Heke Tuna, He Heke Rangatira Education Strategy 2014-2020*, supporting whānau in their educational pursuits, and providing opportunities for whānau to develop te reo me ona Tikanga.³

Rangitāne o Wairarapa supports the cultural development of Rangitāne people to provide the basis for the participation of Rangitāne people socially and economically.⁴

Rangitāne o Wairarapa provides a range of cultural services including advice on the adoption and use of Māori names, pōwhiri and whakapapa. The Akona Rangitāne II revised education website provides information about Rangitāne o Wairarapa and Māori of the Wairarapa region.⁵

NATIONAL POLICY CONTEXT

There are a number of national strategies, plans and frameworks that provide leadership and guidance for the arts and cultural sectors. Examples that resonate with what we are trying to achieve in Cultural Development include the Ministry for Culture and Heritage's *Cultural Sector Strategic Framework* and the *Te Puni Kōkiri Te Rautaki Reo Māori – Māori Language Strategy*.

Ministry for Culture and Heritage Cultural Sector Strategic Framework

The Ministry for Culture and Heritage/Manatū Taonga (MCH) is the government's leading advisor on media, cultural and heritage matters. The MCH developed a cultural sector strategic framework for 2014-2018 that sets out their approach for leading and working with the culture sector. Their vision for the cultural sector is:

*New Zealand's distinctive culture enriches our lives
Mā tō Aotearoa ahurea ahurei tātou e whakarāwai*

² Masterton District Council (2015) Long-Term Plan 2015-25, page 1

³ Kahungunu ki Wairarapa (2015) He Mahere Whakaneke Whakanuku Strategic Plan 2015-2019

⁴ www.rangitane.iwi.nz

⁵ www.rangitaneeducation.com

This vision recognises that our distinctive culture is core to what makes New Zealand a great place to live, and that cultural expression, engagement and understanding are fundamental to a vibrant and healthy society and help define what it is to be a New Zealander.⁶ Five focus areas were identified to improve outcomes for New Zealanders:

- Fostering inclusive New Zealand identity
- Supporting Māori cultural aspirations
- Front footing transformative technology
- Improving cultural asset sustainability, and
- Measuring and maximising public value.

Te Rautaki Reo Māori / Māori Language Strategy

In 2014, Cabinet approved the Government's new Māori Language Strategy (MLS). The MLS outlines the Crown's approach to supporting the revitalisation of the Māori language. The MLS includes new result areas, indicators and targets, principles, and confirms the roles of

government. In addition to this, the strategy proposes legislation for improving the status of the Māori language and revised arrangements for Māori language entities.⁷ The MLS has five result areas:⁸

1. *Te Mana o te Reo*: increasing the status of the Māori language in New Zealand society
2. *Te Ako i te Reo*: increasing the number of whānau Māori and other New Zealanders who can speak Māori
3. *Te Mārama Pū ki te Whakaora Reo*: Increasing critical awareness about Māori language revitalisation
4. *Te Kounga o te Reo*: supporting the quality and appropriate use of the Māori language and iwi dialect maintenance
5. *Te Kōrerotanga o te Reo*: Increasing the use of the Māori language among whānau Māori and other New Zealanders, especially in the home.

⁶ Ministry for Culture and Heritage (2014) Cultural Sector Strategic Framework 2014-2018, page 1

⁷ Te Puni Kōkiri (2014) Te Rautaki Reo Māori – Māori Language Strategy 2014, page 1

⁸ Te Puni Kōkiri (2014) Te Rautaki Reo Māori – Māori Language Strategy 2014, page 2





WHERE WE ARE NOW

The section below provides a cultural ‘snapshot’ of the (1) people, services, organisations, and resources we have in the Masterton district and (2) initiatives and projects that have been undertaken over the last 2-3 years by either the community, organisations, Iwi or MDC:

People/Organisations – The Masterton district is fortunate to have two Iwi offices based here – Kahungunu ki Wairarapa and Rangitāne o Wairarapa. Masterton has kaupapa Māori organisations including those that focus on providing health and support services including Whaiora and Te Hauora Rūnanga o Wairarapa Inc.

Treaty Settlements – The Ngāti Kahungunu ki Wairarapa Tamaki Nui-ā-Rua Trust and the Rangitāne Settlement Negotiations Trust were established to progress the respective treaty claims of Kahungunu ki Wairarapa and Rangitāne o Wairarapa. The Crown, Rangitāne o Wairarapa and Rangitāne o Tamaki Nui-ā-Rua signed a Deed of Settlement on 6 August 2016. The Crown and Ngāti Kahungunu ki Wairarapa Tamaki Nui-ā-Rua Trust initialled a Deed of Settlement on 22 March 2018.

Te reo Māori learning pathways – The Masterton district has Māori language learning opportunities for children/students. There are Māori medium education opportunities at Te Kura Kaupapa Māori o Wairarapa and three Kōhanga Reo (Wāhi Reka Kōhanga Reo, Ngāti Hamua Kōhanga Reo, Hineteorangi Kōhanga Reo). Secondary schools offer Māori language as a subject.

Adults have Māori language learning opportunities via courses at UCOL. There are also Iwi/community-led Māori language learning opportunities. In 2016 an inaugural Kura Reo, a week-long te reo Māori immersion wānanga with some of the best tutors from around the country taking different subject areas in the Māori language, was held. Masterton District Library also offers a te reo Māori programme for pre-schoolers and a te reo Māori summer reading programme.

Iwi Education Strategies – Both Iwi have developed their own Iwi Education strategies, with *Iti Kahurangi* – the Rangitāne o Wairarapa Education curriculum and *He Heke Tuna, He Heke Rangatira* – the Kahungunu ki Wairarapa Iwi Education Strategy.

Iwi Resources – In 2017, Rangitāne o Wairarapa launched a revamped education website Akona Rangitāne II. This website includes an extensive range of information about Rangitāne o Wairarapa and Māori of the Wairarapa region.⁹

There is an increasing number of resources being written by local authors. For example, a number of books were published in 2016 by Maxine Hemi based on tribal stories, events and local people. An example is *First Flight: A collection of stories from Ngāti Kahungunu ki Wairarapa*. The Akona Rangitāne II features resources written by Joseph Potangaroa. An example is a story called *Waikekeno – Helpful Kaitiaki*.

Increasing the visibility of te reo Māori – Te Wiki o te reo Māori / Māori Language Week is a nationwide promotional campaign to encourage and normalise the Māori language. Council participates in these activities on an annual basis. Council is also working to increase the use of bilingual signage in its offices and spaces that it is responsible for. The education, health and community sectors also use varying levels of bilingual signage throughout the district.

Kapa Haka – Te Kura Kaupapa Māori o Wairarapa performed at the Te Mana Kuratahi National Primary School Kapa Haka Competition held in Gisborne on 6-10 November 2017, placing 29th overall out of a total of 57 schools throughout the country.

The 2017 Kapa Haka Festival was held on 19-20 October 2017 at Fernridge School. The Kapa Haka Festival is held annually and is open to all Wairarapa schools to participate and celebrate Māori performing arts.

A Guinness World Record was achieved in November 2016 with a performance of the haka 'Ko Wairarapa' by approximately 7,000 children, parents and teachers. This initiative was led by Russell Thompson, principal of Masterton Intermediate School.

A new Senior Kapa Haka group Te Rangiura o Wairarapa was formed in late 2015. Te Rangiura o Wairarapa is mainly comprised of ex-students of Te Kura Kaupapa Māori o Wairarapa. This group made their debut performance in 2016 and competed at the Kahungunu regional level kapa haka competition in Hastings. This is the first time that a Wairarapa/Masterton district adult group has competed in the Kahungunu Regional Kapa Haka competition in over 10 years.

A Wairarapa Kapa Haka Academy was first held in 2015 for secondary school students across the Wairarapa region. The vision of the Academy is to inspire young people to strengthen kapa haka in the region's secondary schools, and raise the self-esteem and mana of young people from the skills and relationships developed through kapa haka.¹⁰

Wairarapa ki Uta ki Tai is a kapa haka group that were first established in 2008. This group is comprised of students from secondary schools across the Wairarapa. In 2015, they were the first Wairarapa secondary school kapa haka group to compete regionally in several years.

Arts/Heritage – We have many Arts, Culture and Heritage spaces in the Masterton district including Aratoi – Museum of Art and History, the Masterton District Library and Wairarapa Archive, Te Pātukituki o Wairarapa, King Street Artworks, Te Āwhina Cameron Community House, and the Wool Shed.



⁹ Akona Rangitāne II website: rangitaneeducation.com

¹⁰ Trust House website: www.trusthouse.co.nz

Examples of initiatives in the Arts/Heritage space: Aratoi held an exhibition, Te Marae o Rongotaketake - Redressing our Kahungunu History, the largest exhibition of Ngāti Kahungunu taonga ever held. Te Āwhina Cameron Community House has also held raranga or weaving workshops in 2017.

Arts/Heritage Resources - A number of resources have been produced locally about our people, places and history. Among these resources are books written by our District Archivist Gareth Winter, including *Two Men of Mana and other Stories: A Celebration of Wairarapa's Early Days* published in 2010. The Wairarapa Archive houses a heritage collection which is dedicated to collecting and preserving the unique heritage of the Wairarapa. The Masterton District Library and Wairarapa Archive website also features a number of heritage related resources.

Cultural Events and Celebrations - Key events on our calendar include annual Waitangi Day celebrations, Matariki celebrations, the Whiti te Rā community event, citizenship ceremonies held at the Marae, and local kapa haka festivals for schools.

Building our Cultural Capacity - MDC is committed to building our cultural capacity. Examples of this include pōwhiri for staff, Council meetings held at the Marae, and staff appointments (Kaumatua position, Māori Liaison position, Māori Policy Advisor position).

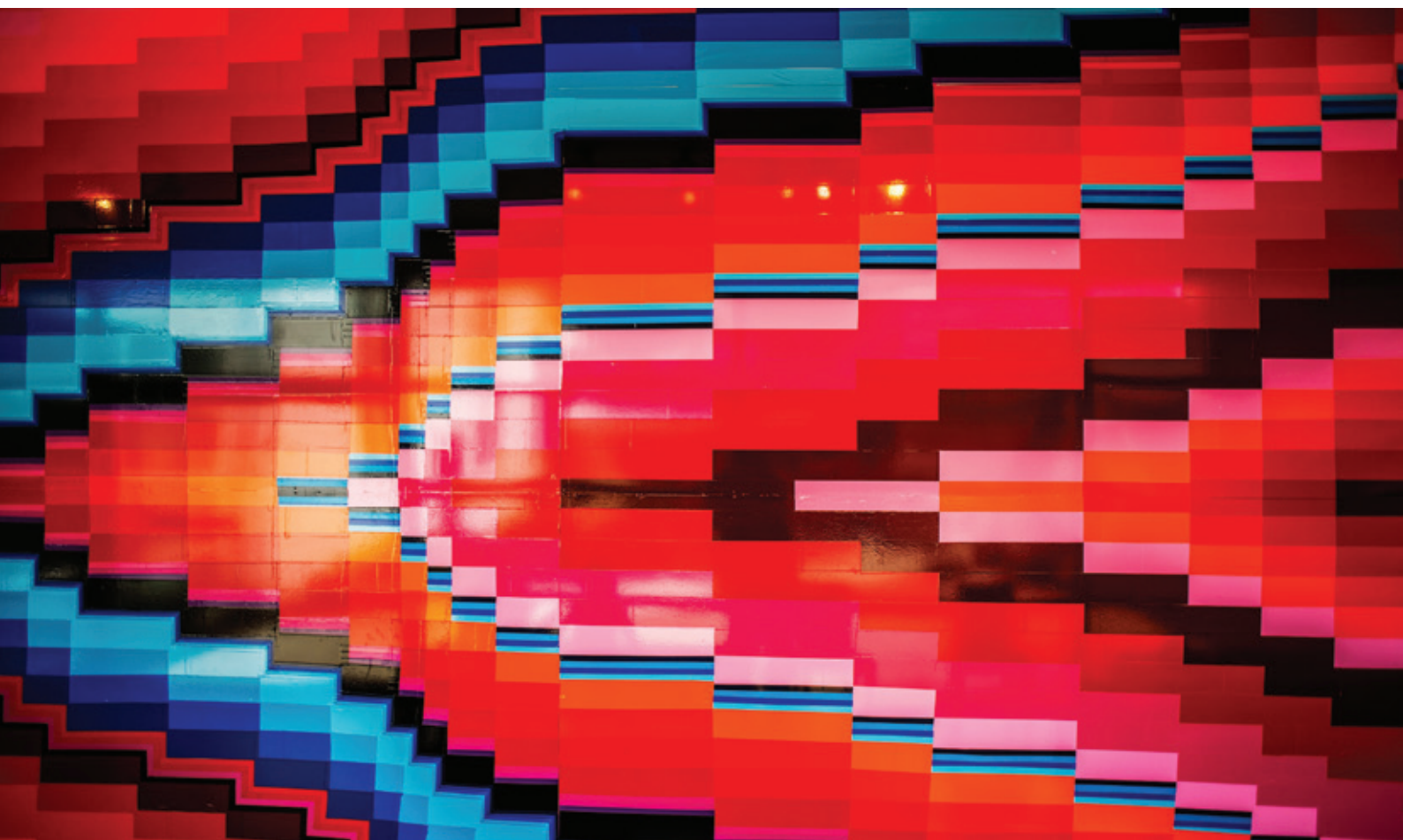
Iwi-Council Relationships - In terms of Iwi-Council relationships, MDC has Memoranda of Partnerships (MoP) with both Rangitāne o Wairarapa and Kahungunu ki Wairarapa.

MDC currently allocates funding to protect, maintain, restore and/or develop Marae structures. Citizenship ceremonies run by MDC are also held at our local Marae. MDC is also holding meetings on Marae.

The Iwi Governance Forum was established to provide MDC with advice and support to enhance the way in which it works with Iwi and Māori communities. The Iwi Governance Forum is comprised of representatives from Rangitāne o Wairarapa and Kahungunu ki Wairarapa, as well as the Chief Executive, Mayor and one Councillor representing MDC. Meetings are held quarterly.

The Homebush Working Group Party has representation from Rangitāne o Wairarapa and Kahungunu ki Wairarapa to ensure an iwi perspective for the MDC wastewater upgrade project.

In 2016, Council agreed to the appointment of two Iwi representatives with speaking rights (not voting rights) on Council and membership on the Community Wellbeing, Infrastructural Services, and Strategic Planning and Policy Council Committees.



COMMUNITY VIEWS

Community views via consultation for the 2015-25 Long-Term Plan, 2016-17 Annual Plan, and 2017-18 Draft Annual Plan have largely focused on MDC having a greater commitment towards arts and culture. Examples include calls for increased funding for arts and culture, having a living arts, culture and heritage strategy, and more arts programmes (refer Appendix for more information).

OPPORTUNITIES & CHALLENGES

Challenges and opportunities for cultural development that have been identified include:

OPPORTUNITIES

- Creating more effective synergies between sector organisations / community groups
- Leadership
- Opportunities to collaborate on projects / initiatives
- Increasing the visibility of te reo Māori
- Normalisation of Māori culture as part of our wider New Zealand heritage and identity

- Funding/resources
- Balancing changing/conflicting priorities
- Apathy
- Attitudes
- Capacity/capability
- Managing expectations

CHALLENGES



WHERE WE WANT TO BE

MDC want to build on all things occurring in our community that are reflected in our ‘cultural snapshot’. We want Masterton/Whakaoriori having a sense of pride in our culture and heritage, and valuing the role and place of tangata whenua within our district. We acknowledge the contribution of tangata whenua values and knowledge to our overall cultural wellbeing. We also want to focus on our organisation having a more bicultural focus.

HOW WE WILL ACHIEVE THIS

The table below sets out our vision, strategic directions and priorities for Cultural Development:

OUR VISION FOR CULTURAL DEVELOPMENT	
Masterton/Whakaoriori values the place and role of tangata whenua and is proud of our cultural identity and heritage	
OUR PRIORITIES	OUR STRATEGIC DIRECTIONS
Iwi-Council Relationships	<ul style="list-style-type: none"> Strengthen and maintain opportunities for greater decision-making between Council and Iwi Support Iwi, Hapū and Māori communities in the long-term sustainability and wellbeing of local Marae Integrate tangata whenua values, culture and language into the business of Council
Language and Culture	<ul style="list-style-type: none"> Increase the number of opportunities to learn and engage in the history and heritage of Masterton/Whakaoriori Support language and culture being celebrated in our district

IWI-COUNCIL RELATIONSHIPS

We are committed to working with Rangitāne o Wairarapa and Kahungunu ki Wairarapa to strengthen relationships and increase opportunities for meaningful partnerships and collaboration.

We have three strategic directions that fall under the Iwi-Council Relationships:

- Strengthen and maintain opportunities for greater decision-making between Council and Iwi
- Support Iwi, Hapū and Māori communities in the long-term sustainability and wellbeing of local Marae
- Integrate tangata whenua values, culture and language into the business of Council.

Strengthen and maintain opportunities for greater decision-making between Council and Iwi

Council are committed to engaging more effectively with Iwi and Māori communities to ensure they have opportunities to contribute to MDC decision-making processes. Priorities identified by the Iwi Governance Forum will primarily guide our work in this area.

Potential Key Actions

- Iwi Governance Forum to develop and implement a work programme that includes consideration of opportunities for greater decision-making between Iwi and MDC
- Work with Iwi and Māori communities to identify further opportunities for greater decision-making between Iwi and MDC
- Review existing Memoranda of Partnership with each Iwi

Support Iwi, Hapū and Māori communities in the long-term sustainability and wellbeing of local Marae

We acknowledge the importance of Marae as a focal point for spiritual, ancestral, and cultural values of Iwi, Hapū and Māori communities.

We are committed to supporting Iwi, Hapū and Māori communities in contributing to the long-term sustainability and wellbeing of Marae in the Masterton district.

Potential Key Actions

- Continue to support local Marae via the Marae Development Fund
- Review funding criteria for the Marae Development Fund
- Work with Iwi, Hapū and Māori communities to identify potential collaboration projects that contribute to the long-term sustainability of local Marae

Integrate tangata whenua values, culture and language into the business of Council

We are committed to integrating tangata whenua values, culture and language into the business of MDC, and is one of the ways in which we can assert our national identity and bring us together as New Zealanders.¹¹

Te reo Māori is central to Māori culture and identity. It forms part of the cultural identity and heritage of New Zealand. In 1987, te reo Māori was made an official language of New Zealand.¹² In the Masterton district, te reo Māori is the most commonly spoken language after English. Te reo Māori is also the 2nd most common language spoken across the country.

We have been working incrementally to increase the visibility of te reo Māori in our spaces and

within the work that we do. Te Ururoa Flavell (Minister for Māori Development 2014-2017), aptly summarises the direction we want to head in:

Every day, the public visit your offices. You have the eyes and ears of many on you. Right now, you are in a position of influence to make a difference for te reo Māori. To make it visible. To make it normal. One way in which we will achieve this is to ensure te reo Māori is more visible to the communities we work in.¹³

Integrating tangata whenua values and culture into MDC operations and the way in which we do things is important to us. An example of something we do now is conducting staff pōwhiri.

We are committed to role modelling positive attitudes towards Māori culture and correct pronunciation of te reo Māori.

Going forward, and with the leadership and advice of our Kaumatua and Kaitakawaenga (Māori Liaison Officer), as well as the Iwi Governance Forum, we want to continue to work towards being a more bicultural organisation.

Potential Key Actions

- Increase the use and visibility of bilingual signage in public and office spaces of MDC, as well as the use of te reo Māori in reports and publications
- Support our staff in developing their reo Māori and cultural capacity (including council and staff undertaking Treaty workshops)
- Undertake a stocktake of what MDC does in relation to including tangata whenua values and culture into the organisation
- Develop a work programme on how MDC can include more tangata whenua values and culture into the organisation

“Yes, te reo Māori is an official language of New Zealand but it is more than that because it belongs to no other country but ours. A beautiful language. Your language. Our language.”

Te Ururoa Flavell (Minister for Māori Development 2014-2017)

¹¹ Te Taura Whiri i te Reo Māori / Te Puni Kōkiri (2016) Māori-English Bilingual Signage: A guide for best practice, page 3

¹² Statistics New Zealand website: www.stats.govt.nz

¹³ Ibid, page 2

LANGUAGE AND CULTURE

We want Masterton/Whakaoriori to have pride in our Aotearoa/New Zealand culture and identity. We want to take a more proactive approach to increasing the number of opportunities to celebrate our culture and identity. We also want people who live in Masterton and for visitors to the district to have access to resources and opportunities to learn more about the history and heritage of Masterton/Whakaoriori.

We have two strategic directions that will contribute towards Masterton/Whakaoriori being proud of our cultural identity and heritage:

- Increase the number of opportunities for residents and visitors to learn more about the history and heritage of Masterton/Whakaoriori
- Support language and culture being celebrated in our district



Increase the number of opportunities to learn and engage in the history and heritage of Masterton/Whakaoriori

We want to contribute towards the promotion and preservation of our district's history and heritage for future generations. One of the ways we can do this is by providing opportunities for the community and visitors to the Masterton district to learn and engage in our history and heritage. Part of this is about promoting the services that we have and the existing resources that are available. Examples include the Wairarapa Archive and the Rangitāne o Wairarapa interactive map to locate and learn about significant places such as Marae, Papakāinga and Urupa.¹⁴

We can also build on what we have and look at new ways and initiatives that focus on the history and heritage of our district. An example of this could include looking at ways in which MDC could better reflect our heritage in public and community spaces.

Potential Key Actions

- Work with Iwi, Hapū, Māori communities and key stakeholders to develop new resources about the history and heritage of Masterton/Whakaoriori
- Identify ways in which we can increase the visibility of our stories and history in the Masterton district
- Promote landmarks and sites of significance to the Masterton district
- Review/update the current Arts, Culture and Heritage Strategy

¹⁴ www.rangitaneeducation.com/wairarapa-map/

Support language and culture being celebrated in our district

We want to take a more proactive approach to increasing the number of opportunities to celebrate our language and culture. Examples include Waitangi Day celebrations, Matariki celebrations and Te Wiki o te Reo Māori. We also want to take a more strategic and planned approach towards supporting our arts and cultural sectors/communities.

Waitangi Day celebration events are held throughout the country. The main intent of these events is to commemorate the signing of the Treaty of Waitangi, and promote nation and community building. For a number of years, we have worked with Iwi and the community to hold Waitangi Day celebration events in the Masterton district. We are committed to continuing to provide support for these events and to take a more proactive role in making these celebrations more accessible and inclusive.

Te Wiki o te Reo Māori/Māori Language Week is a promotional initiative to get New Zealanders celebrating te reo Māori and using the language more. Te Taura Whiri i te Reo Māori/Māori Language Commission is responsible for organising Te Wiki o te Reo Māori / Māori Language Week.¹⁵ A number of Councils participate in this annual promotional campaign. We are committed to promoting and celebrating Te Wiki o te Reo Māori / Māori Language Week and its intent.

Matariki signals the Māori New Year. It is a time of renewal and celebration in New Zealand that begins with the rising of the Matariki star cluster (the Pleiades or Seven Sisters).¹⁶ Matariki celebrations are held in June. Iwi have to date taken a lead role in holding Matariki celebrations in the Masterton district. We acknowledge the significance of Matariki and are keen to continue providing support and taking a more proactive role in celebrating and increasing the visibility of Matariki.

We acknowledge and want to support all of our people in the Masterton district being able to celebrate their language, culture and heritage.

Potential Key Actions

- Continue to support and take a more proactive role in Waitangi Day celebrations
- Work with Iwi and key stakeholders to develop an annual Matariki programme of events
- Increasing the promotion of, and participation in Te Wiki o te Reo Māori / Māori Language Week
- Identify ways in which we can celebrate all languages and cultures in the Masterton district
- Review and update the existing Arts, Culture and Heritage Strategy

¹⁵ www.tetaurawhiri.govt.nz/our-work/events-and-promotions/maori-language-week/

¹⁶ www.tepapa.govt.nz/learn/matariki-maori-new-year





APPENDIX

COMMUNITY VIEWS

2017-18 Draft Annual Plan Consultation

The following community views are drawn from community consultation for the 2017-18 Draft Annual Plan:

- Lack of Māori arts programmes and engaging children in these types of programmes at Aratoi
- Get more kids to Aratoi

2017-18 Draft Annual Plan Submissions

The following community views are drawn from community consultation for the 2017-18 Annual Plan:

- That Council lead the delivery of a series of Matariki events

2017 Online Community Satisfaction Survey

Approximately 33 respondents provided comments/feedback relating to Aratoi and the arts sector. The majority support Aratoi and made suggestions for enhancing/improving the facility. Examples include more funding for Aratoi so they are less restricted in what services they can provide, having a mentoring programme for young people who have an interest in art/museums, and displaying/engaging more local artists. Others felt that it should be user pays for Aratoi, and that they receive too much funding.

2016 Online Community Satisfaction Survey

The only reference to arts and culture as part of the feedback/comments for this survey was opposition to the Ascension sculpture.

2015-25 Long-Term Plan / 2016-17 Annual Plan

The following community views are drawn from community consultation for the 2015-25 Long-Term Plan and the 2016-17 Annual Plan:

- Not enough spent on arts and culture
- Need to reflect a greater strategic commitment to directly supporting arts and culture
- Need to have a visible arts and culture policy or strategy
- That an arts, culture and heritage strategy have a strong economic development emphasis
- Continue support for arts, culture and heritage providers (for example, King Street Live, Aratoi, Toi Wairarapa, Kokomai, WaiArt)
- That a region-wide art trial weekend be supported and developed as a tourist product
- Support for Māori arts infrastructure (e.g. carving)
- Build a permanent stage at Henley Lake for outdoor events



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