



# Waitakere City Maori Economic Development

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Beyond 2007



# Progress to date

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- Strategy development within Waitakere City Council
- UNITEC – Music Programme/Transport research project
- Metro Auckland
- ART Venture Programme
- Enterprise Cell proposal
- Maori Music Commission
- Maori Tourism Product – Inbound Indigenous product development
- NZ Maori Tourism Council – MRTO Funding
- Kawerau a Maki – Tainui Alliance

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# Risks

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- Lost momentum
- Remaining relevant to MED
- A3 □ Limited engagement / ownership
- Lack of leadership
- Reduction in resources
- Changed environment



# Opportunities

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- A lot of research/activity/development gained
- MED now on the agenda/part of the language
- 44 □ New relationships
- Still ahead of the game in comparison to other LTAs
- Foundation in place
- Recognition



# Where to from here?

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- Leadership – Political/Operational
- Project management
- Strategy development
- Policy
- Funding and resources
- Interaction with  
industry/practitioners/businesses

## Recommended strategies for action

Source: Maori Creative Industries Hui 28 June 2006

**\*Suggested implementation timeframes**

S	short	within 6 months
SM	short-medium	within 12 months
M	medium	within 1-2 years
L	long	within 2-5 years

**\*\*Lead Agency**

WCC	Waitakere City Council
EW	Enterprise Waitakere
TR	Taumata Runanga
UN	United
CMID	Centre Maori Innovation & Development

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Target Area	Recommended strategy	Priority*	Lead Agency**	Proposed outcomes	Determinants for success
Maori Creative Sector Forum	1.1 Facilitate a network meeting to establish the forum	S	EW	Establishment of network to provide leadership, management of activity, promotion of strategy	A network is established with representation from a wide range of disciplines within the sector
	1.2 Establish terms of reference	S	TR/EW/WCC	Forum has established guidelines that define roles and responsibilities, membership and accountability	The forum is recognised as representative of Maori within the sector
	1.3 Develop database	S	EW	The database provides relevant up to date information	Greater understanding of Maori participation within the sector
Maori Creative Sector Incubator	2.1 Undertake feasibility study	SM - M	EW/CMID	The study evaluates the value of an incubator, function, capability, and sustainability	The study has been completed and provides relevant information to determine future actions

Target Area	Recommended strategy	Priority*	Lead Agency**	Proposed outcomes	Determinants for success
	2.2 Establish strategic alliances with key stakeholders	S ongoing	EW/TR/UN	Investment in the establishment of the incubator has been determined	Stakeholders value contribution to strategy
Facilitate Planning Hui	3.1 Develop programme and organise event	S	EW	Programme for supporting one key event to brand Maori Creative Strategy established	Key event held showcasing Maori creative sector
Communications Strategy	4.1 Develop online Calendar of events	SM	EW	Maori and wider community have online access to events within the city that promote the Maori creative sector	More events are held due to increasing demand
	4.2 E-newsletter is developed	S	EW	Key information is circulated effectively	More engagement by Maori in the sector
Training and business development	5.1 Create strategy to link Maori to relevant training in the industry	M	EW/UN/WCC	More Maori participating in skill development programmes relevant to the industry	More skilled Maori employed in the sector
	5.2 Promote formation of Maori Creative business centre	M - L	EW/CMID/UN	Targeted programmes delivered through business centre/park	More Maori businesses established in the sector

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