

# WAIKATO REGIONAL

## Maaori Profile

TAMARIKI (5-11) AND RANGATAHI (12-17)

This profile looks at participation levels and preferences of Maaori<sup>1</sup> tamariki and rangatahi<sup>2</sup> through play, active recreation and sport in the Waikato.

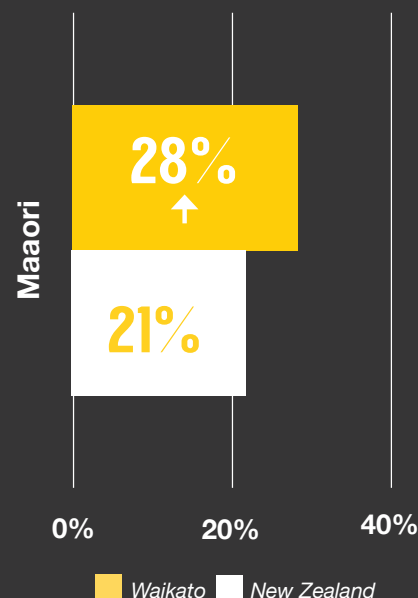
### WHAT WE DO

54%

of tamariki and rangatahi do more than 420 minutes of exercise per week (enough to positively impact their health)

## OUR POPULATION<sup>3</sup>

### YOUNG PEOPLE (0-17)



Maaori make up a higher percentage of the Waikato's young people population than they do for the New Zealand's young people population or the total Waikato population.

**Maaori<sup>4</sup> 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

Proudly brought to you by **Sport Waikato**

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 tamariki (5-11 years) and rangatahi (12-17 years), unless stated otherwise. 3. Statistics New Zealand, 2018. Census 2018. Available online at [nzdotstat.stats.govt.nz](http://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)

72%

of pakeke (adults) think that being physically active with their tamariki and rangatahi is an important part of their whaanau (family) life

71%



of tamariki and rangatahi like to do the physical activity that their friends do

## THROUGH

### TOP 10 SPORTS OVER THE LAST 7 DAYS



Kauhoe  
(Swimming)



Whutupooro  
(Rugby or Rippa  
Rugby)



Kanikani  
(Dance)



Poituukohu  
(Basketball or  
Miniball)



Poitarawhiti  
(Netball)



Kapa haka  
(Traditional  
Maaori dancing)



Whana  
poikiri  
(Football)



Paa-  
whutupooro  
(Touch Rugby)



Kaipara  
(Athletics or  
track and field)



Takaporepore  
(Gymnastics)

## COMPETITION THROUGH SPORT

39%

AND

78%

of tamariki and rangatahi have participated in competitive sport within the last 7 days

of tamariki and rangatahi agree that they are good at sport

CLUBS



Nearly 3 out of 4 (73%) tamariki and rangatahi belong to a sports club

EVENTS

42%

of tamariki and rangatahi have participated in events in the last 12 months

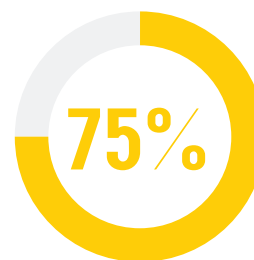
## KARAWHIUA!

(GIVE IT HEAPS)

TOP  
5

most frequent activities over the last 7 days

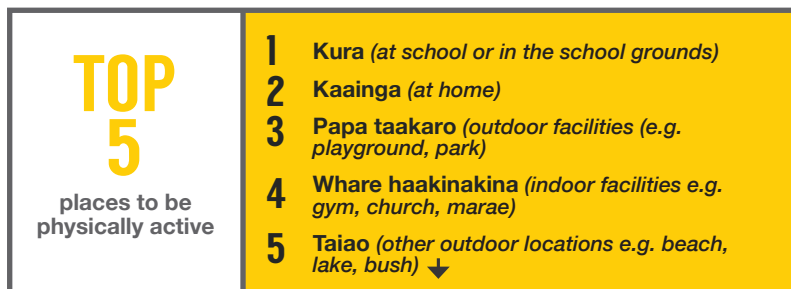
- 1 Oma (running, jogging or crosscountry)
- 2 Taakarokaro (playing)
- 3 Keemu (games)
- 4 Taakaro i te papa kemu (playing on playground)
- 5 Eke paihikara (cycling or biking)



of tamariki and rangatahi say that sport and physical activities give them confidence

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

# WHERE



41%

of rangatahi (15-17) belong to a whareerehia (gym or fitness centre)



64%

of tamariki and rangatahi see exercise as an important part of their regular routine

## WHY WE PARTICIPATE

Male tamariki and rangatahi are more likely than females to participate to hang out with family or friends (49% vs. 35%)

### TOP 5 REASONS TO GET ACTIVE



### HAUORA (WELLBEING)

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

92%

of tamariki and rangatahi are satisfied with their life

88%

of tamariki and rangatahi understand why taking part in physical activity is good for them

### BARRIERS

55%

of tamariki and rangatahi want to do more physical activity

#### TOP 5 BARRIERS

- 1 Too busy
- 2 I prefer to do other things
- 3 I already do a good amount
- 4 I don't have the equipment I need
- 5 I'm too tired/don't have the energy

### VOLUNTEERING

59% ↑ volunteered in the last 12 months

80% intend to volunteer in the next 12 months

#### TOP 5 VOLUNTEER ROLES

- 1 Kaapene (team captain)
- 2 Kaiwhakaako (coach - individuals or teams)
- 3 Kaitaataki (activity leader) ↑
- 4 Kaiaawhina (helped a team, club or group)
- 5 Kaitaakaro (officials)

# 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.
- Statistics New Zealand, 2018. Census 2018. Available online at [nzdotstat.stats.govt.nz](http://nzdotstat.stats.govt.nz).

Proudly brought to you by **Sport Waikato**

**Hamilton Office** Brian Perry Sports House, 51 Akoranga Road, PO Box 46, Hamilton 3240, New Zealand

☎ 07 858 5388 | 📠 07 858 5389 | 🌐 [sportwaikato.org.nz](https://sportwaikato.org.nz) | 📺 [fb.com/sportwaikato](https://www.facebook.com/sportwaikato)