



Baseline

Our communities are vibrant and welcoming

How we will measure this: Perception that the general community recognises and respects Maori culture in the District

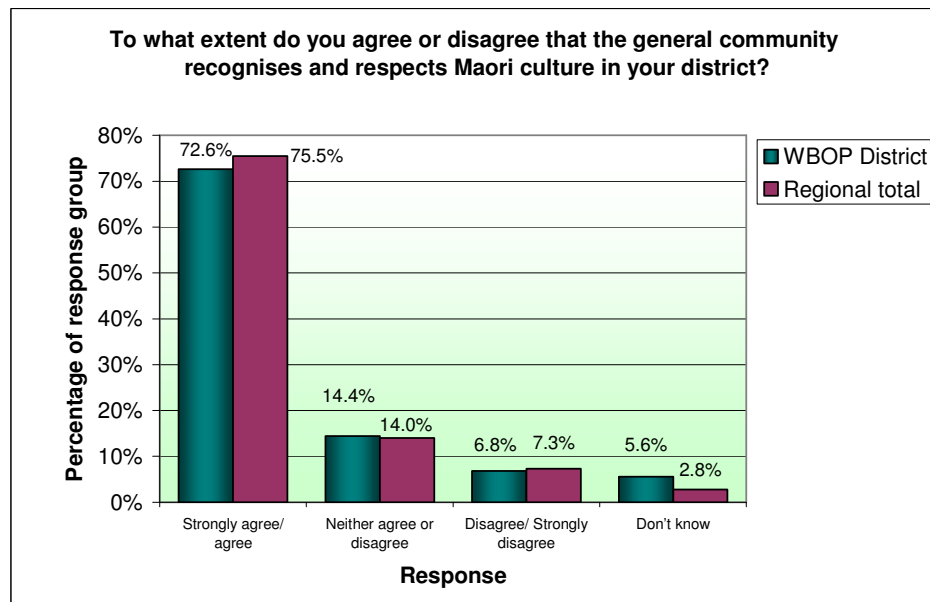
Why are we monitoring this?

Monitoring is being undertaken because the Western Bay of Plenty District has centuries of Maori heritage and cultural influence, starting with its early Maori settlement.

Hapu and Iwi of the Western Bay of Plenty District today are direct descendents of the renowned Takitimu waka, which landed at Mauao; the Te Arawa waka, which landed at Maketu; and the Mataatua waka, which landed at Whakatane.

This includes Ngati Ranginui, Ngati Pukenga, Ngai Te Rangi, Waitaha a Hei, Tapuika, Tuhourangi, Ngati Whakaue, Ngati Whakahemo, Ngati Makino. Tangata Whenua have also recognised relationships with other waka and neighbouring iwi including Tainui. Those relationships involve Ngati Tamatera, Ngati Hako and Ngati Taratokanui whose interests lie in the western end of the District.

Key Results



Source: Environment Bay of Plenty Community Outcomes Survey 2006.

What is this about?

A total of 500 people in the Western Bay of Plenty District were surveyed and asked “To what extent do you agree or disagree that the general community recognises and respects Maori culture in your District?”

Of those surveyed, 72.6 percent agreed or strongly agreed with the statement. This is slightly lower than the regional result of 75.5 percent. Only 6.8 percent of those surveyed disagreed or strongly disagreed with the statement.

Data limitations

The response group was randomly selected to be representative of the Maori and non-Maori population in the Region (around 30% of the Region’s population identifies itself as Maori). It is therefore likely that more of the respondents from the Western Bay of Plenty District were Maori, which over represents Maori in the sample group when compared to the total population (17.4% of the population identified themselves as Maori).

How will we know we are successful?

We recognise and respect Maori as tangata whenua and our diverse cultural heritage and traditions are respected and celebrated.