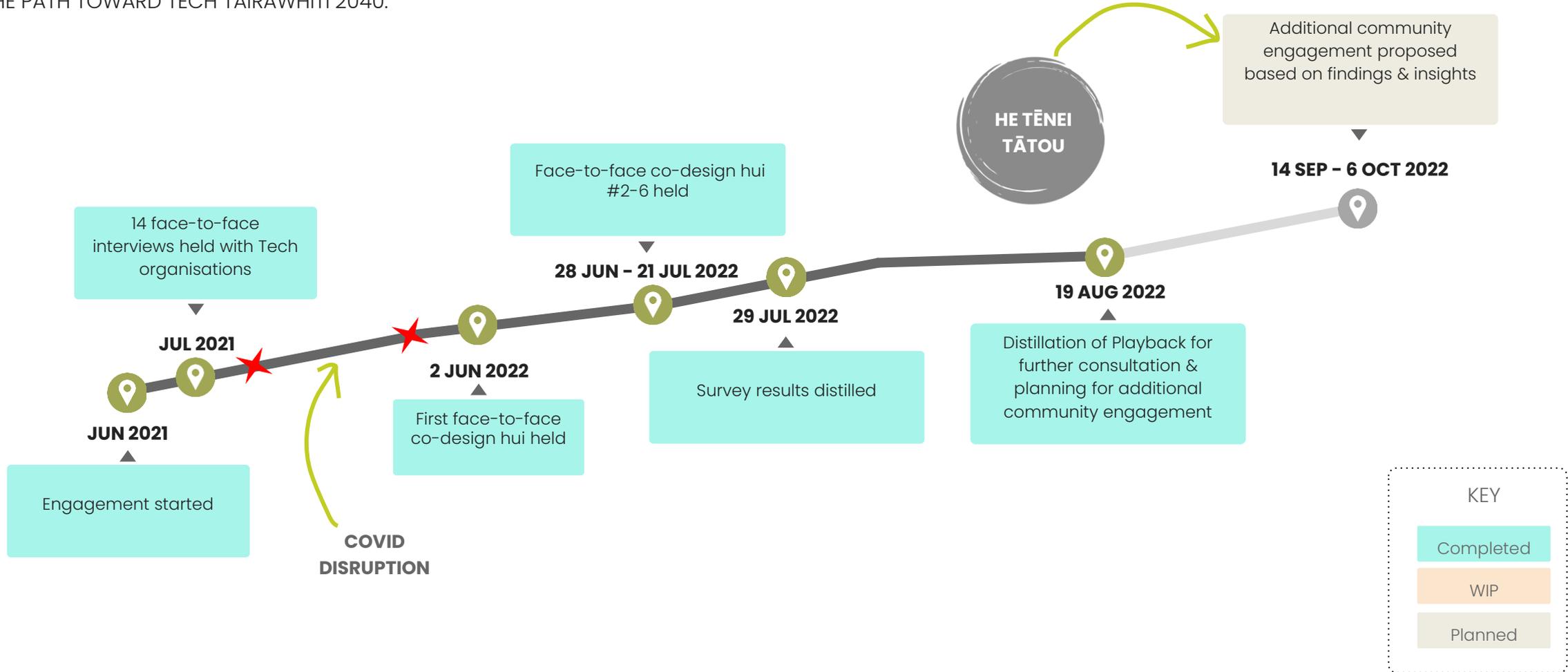TECH TAIRĀWHITI DIGITAL & TECHNOLOGY

EMERGING KAUPAPA.

Key findings and insights.

TE HĪKOI.

THE PATH TOWARD TECH TAIRĀWHITI 2040.
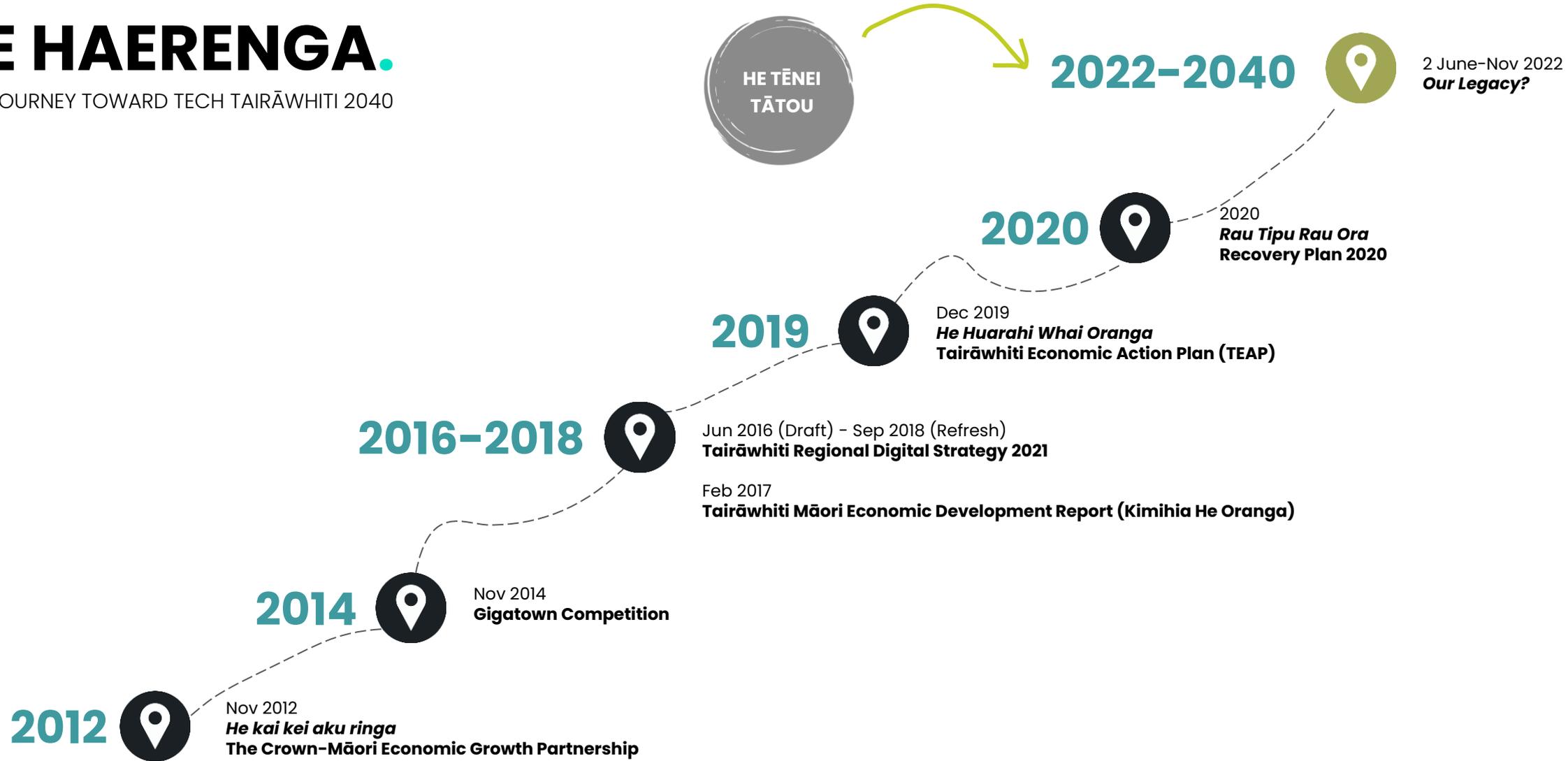
Additional community engagement proposed based on findings & insights

HE TĒNEI TĀTOU

14 SEP – 6 OCT 2022

Face-to-face co-design hui #2-6 held

28 JUN – 21 JUL 2022

14 face-to-face interviews held with Tech organisations

JUL 2021

29 JUL 2022

Survey results distilled

19 AUG 2022

Distillation of Playback for further consultation & planning for additional community engagement

JUN 2021

Engagement started

2 JUN 2022

First face-to-face co-design hui held

COVID DISRUPTION

KEY

Completed

WIP

Planned

INSIGHTS: WHAT WE'VE HEARD.

TE HAERENGA.

THE JOURNEY TOWARD TECH TAIRĀWHITI 2040

HE TĒNEI TĀTOU

2022–2040

2 June–Nov 2022
Our Legacy?

2020

2020
Rau Tipu Rau Ora
Recovery Plan 2020

2019

Dec 2019
He Huarahi Whai Oranga
Tairāwhiti Economic Action Plan (TEAP)

2016–2018

Jun 2016 (Draft) - Sep 2018 (Refresh)
Tairāwhiti Regional Digital Strategy 2021

Feb 2017
Tairāwhiti Māori Economic Development Report (Kimihia He Oranga)

2014

Nov 2014
Gigatown Competition

2012

Nov 2012
He kai kei aku ringa
The Crown-Māori Economic Growth Partnership

WHAT WE HEARD.

LET TE TAIRĀWHITI'S KAWA GUIDE THIS KAUPAPA

With building the strategy, don't undercut the framework that already exists - Te Tairāwhiti kawa approach. This should inform and guide the subsequent approach following the completion of the five pou hui

If we were to align an indigenious Maori led model, and if we say we are truly going to be led by the Te Tairāwhiti kawa approach, then, it needs to be reflected all throughout the entire end-to-end engagement.

"
Māori economic development is different from non Māori/non-Indigenous economic development; it has a holistic view that includes the social, cultural and environment responsibilities which are supported by a sustainable and inter-generational economic model.
"

Pou Awha   Pou Tahu   Pou Tokomanawa   Pou Tuarongo

Whare Nui

Whare Kai

Marae Ātea

Whare Manaaki /
Waharoa

Pou Awha
Storms - (Outward Facing)
Alignment: Build and Attract Capability

Pou Tahu
Strategy
Alignment: Accelerate Business

Pou Tokomanawa
Stories
Alignment: Tell Our Stories

Pou Tuarongo
Identity
Alignment: Leadership

Whare Kai
Sustenance
Alignment: Invest and Measure

WHAT WE HEARD.

BE VERY CLEAR WHO THIS WORK IS IN SERVICE OF

There was a general sense that whilst this emerging strategy had an absolute need for industry to be involved, they were in fact not the main benefactors of the work. It was our rangatahi - those coming after us.

Our work here seeks to honour the past, present and future generations of Te Tairāwhiti. This mahi is for anyone who considers themselves one of the 'Tech Whānau of Tairāwhiti'.

The work now needs to engage the wider "communities" that were not in the rooms and consult and engage with them at the "spaces" where they feel safe to actively participate. Specifically;

- Iwi Māori across the region
- Rangatahi
- Industry
- Volunteer-led agencies
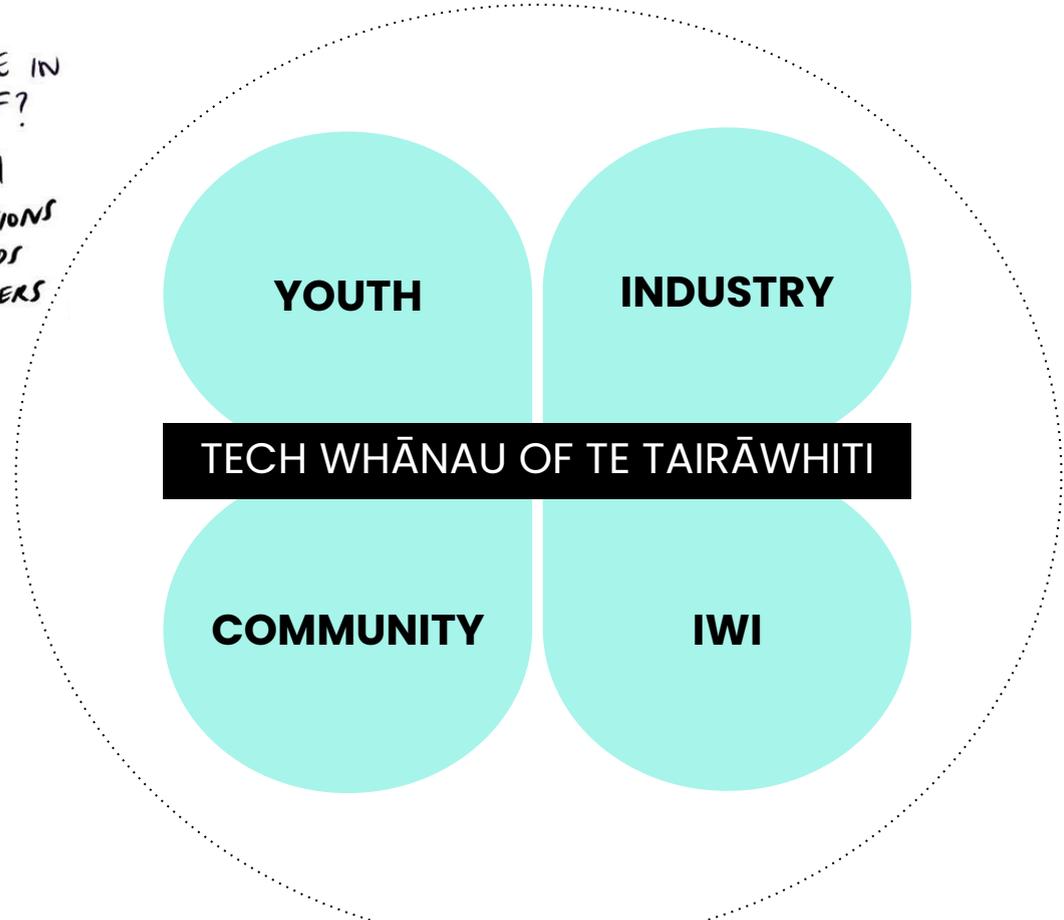- Marginalised communities - e.g. disabled, LGBTQi

WHO ARE WE IN SERVICE OF?

TAIRAWHITI
ALL GENERATIONS IN + TOWARDS TECH CAREERS

YOUTH

INDUSTRY

TECH WHĀNAU OF TE TAIRĀWHITI

COMMUNITY

IWI

OUR WORK SEEKS TO HONOUR THE PAST, PRESENT & FUTURE GENERATIONS OF TE TAIRĀWHITI

WHAT WE HEARD.
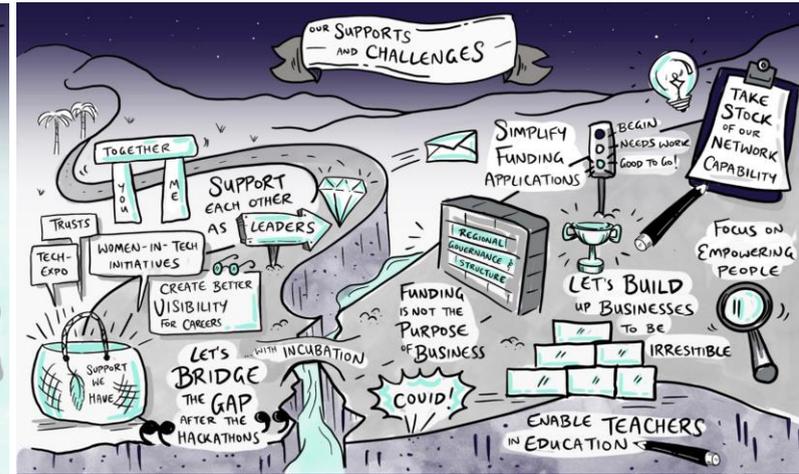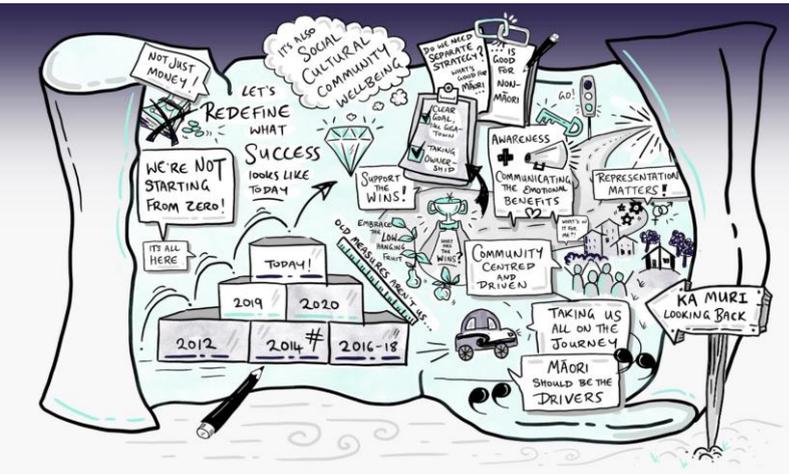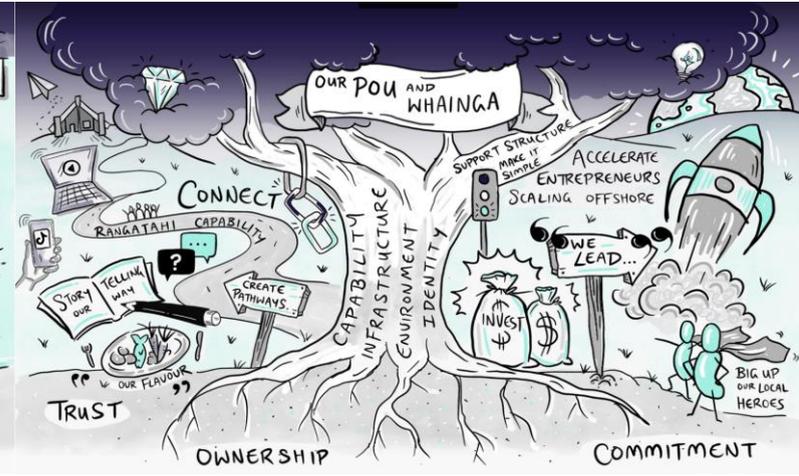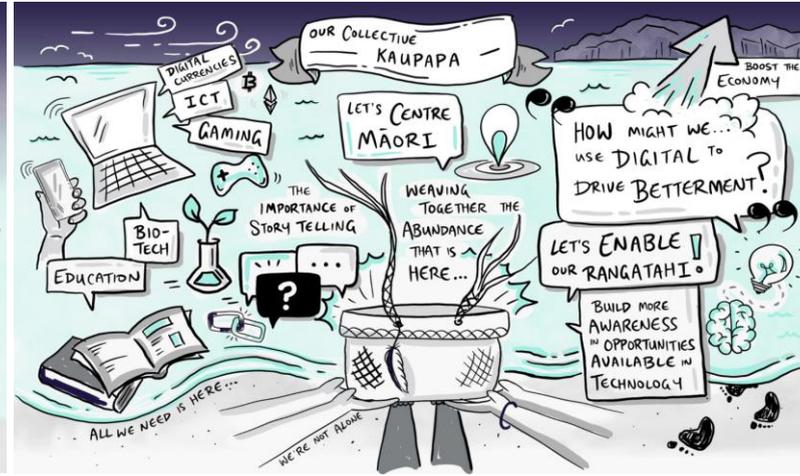## THERE ARE THREE AREAS TO ACCENTUATE AND BUILD ON

Based on a review of literature and past regional strategies - particularly, **Tairāwhiti Māori Economic Development Report (Kimihia He Oranga)** - and feedback within the various workshops, there are three areas that were deemed as critically important to carry forward in our mahi developing this emerging strategy.

We are conscious of, and committed to, ensuring these needs are met as we progress from here.

1

VOICES

We want our strategy to be *representative of present and future communities*. Co-designed with industry and those on who will benefit; particularly Māori and Youth.

2

UNIQUELY TAIRĀWHITI

We want our existing *taonga and abundance already in Tairāwhiti to shine through*; our unique melting-pot and our willingness to rally around shared kaupapa.

3

HOLISTIC SUCCESS

We *value and promote holistic measures of wellbeing and success for our community*; beyond commerce, towards reviving and enhancing the mauri of our people and places.
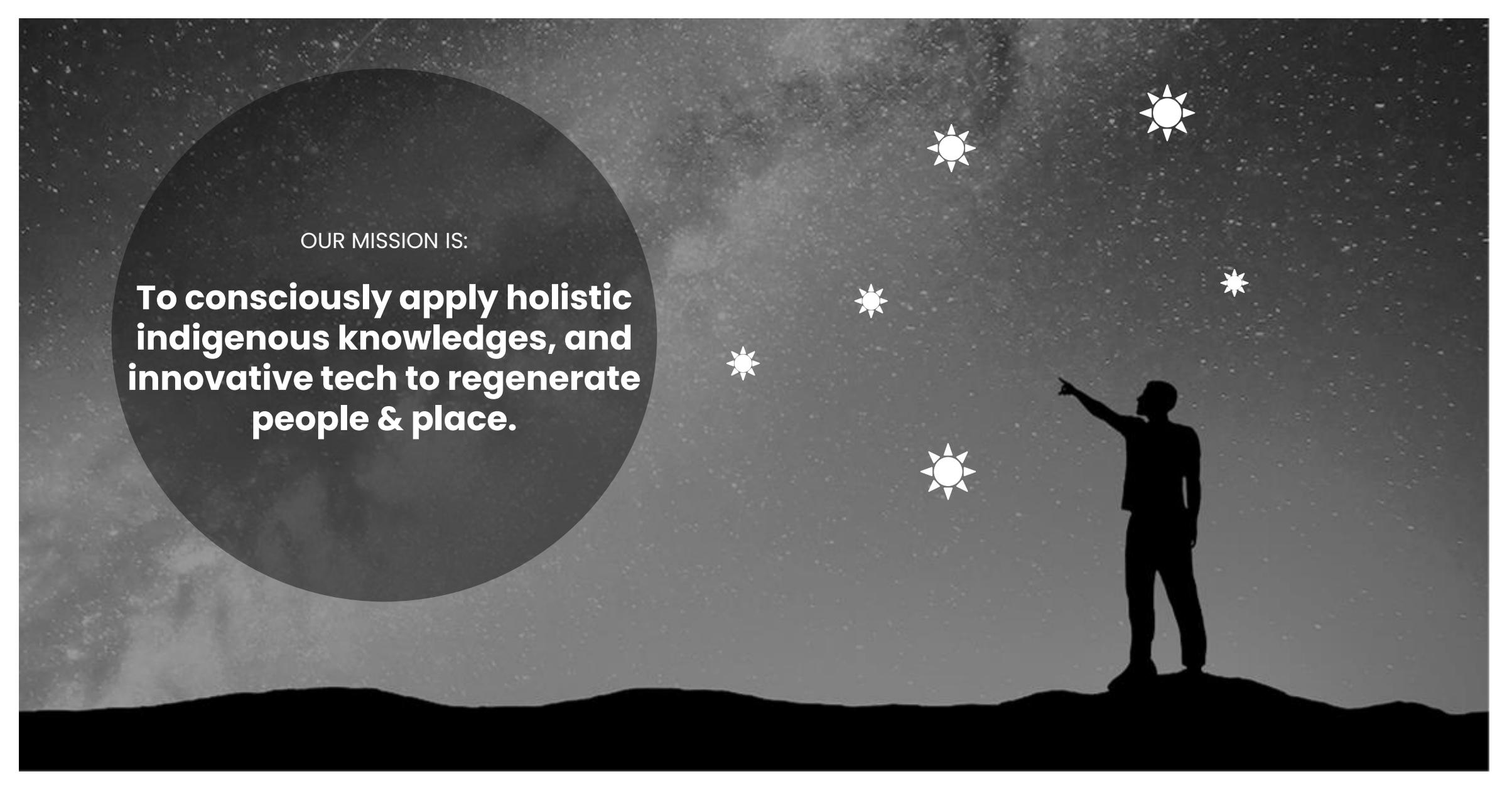
CAPTURING THE COLLECTIVE ASPIRATION.

WE ARE THE TECH WHĀNAU OF TE TAIRĀWHITI.
OUR VISION OR TE PAE MĀHUTONGA IS:

To harness the mauri of Te Tairāwhiti people and places to enhance our unique community and culture through technology.

OUR MISSION IS:

To consciously apply holistic indigenous knowledges, and innovative tech to regenerate people & place.

WE ENCOURAGE THE 'TECH WHĀNAU OF TE TAIRĀWHITI' TO CHOOSE WHERE TO STAND. WE RECOMMEND:

Kai | Regenerative food systems
Hauora | Holistic health
Pūrākau | Creative storytelling
Waiora | Environmental revitalisation
Hangahanga | Advanced manufacturing

YOUR UNIQUE PROPOSITION?
BLENDING TE AO MĀORI & ADVANCED TECHNOLOGY IN THESE AREAS

OUR SINGLE ORGANISING GOAL IS:

CREATE OPPORTUNITIES.

OUR RANGATAHI ARE INSPIRED TO STAY HERE
OUR WHĀNAU MEMBERS ARE INSPIRED TO COME BACK HOME
WE ARE COLLECTIVELY REVITALISING WHENUA AND WHĀNAU
WE ARE ATTRACTING LOYAL ALLIES | HAUMI – CUSTOMERS, FUNDERS & TALENT

THE VALUES & PRINCIPLES THAT GUIDE US, ARE:

LEADERSHIP
RANGATIRATANGA.

TOGETHERNESS
KOTAHITANGA

CONNECTION
WHANAUNGATANGA

CARE & HOSPITALITY
MANAAKITANGA

GUARDIANSHIP
KAITIAKITANGA

TECH TAIRĀWHITI STRATEGY ON A PAGE.

TECH TAIRĀWHITI 2040 VISION
To harness the mauri of Te Tairāwhiti and enhance our unique community and culture through technology.

OUR GOAL
CREATE OPPORTUNITIES

OUR RANGATAHI ARE INSPIRED TO STAY HERE
OUR WHĀNAU MEMBERS ARE INSPIRED TO COME BACK HOME
WE ARE COLLECTIVELY REVITALISING WHENUA AND WHĀNAU
WE ARE ATTRACTING LOYAL ALLIES | HAUMI - CUSTOMERS, FUNDERS & TALENT

PĀNUI WHĀINGA
#12 New Investment Model - Establish a measurement-led approach and/or platform to help attract new, and direct, sources of investment,
#13 Community Engagement - Establish a Tairāwhiti engagement approach that engages and harnesses diverse and unique voices,
#14 Digital Tech Dashboard - Establish a dynamic, interactive and responsive real-time dashboard that conveys progress against measures

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POU TUATAHI
LEAD HOLISTICALLY
Our leaders regularly bring industry, iwi, whānau and the community of Te Tairāwhiti together to accelerate opportunities in digital and tech.

PĀNUI WHĀINGA
#1 LEAD THE KAUPAPA - We build a diversely representative roopu of Te Tairāwhiti leaders to support, breathe life into, and drive this kaupapa
#2 CALL & INVITE OTHERS - We increase awareness of, and invite to, participate in the kaupapa
#3 MEASURE IMPACT HOLISTICALLY - We measure and demonstrate the social, cultural, environmental and economic outcomes of our mahi

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POU TUARIMA
INVEST & MEASURE
We invest in digital and technology connectivity, uptake and ongoing education. We partner with iwi to provide and support cultural connectedness and capacity building within our businesses. We are driven to create taonga through indigenising how, where and what we invest in, and how we measure its impact on generations.

TECH TAIRĀWHITI 2040 KAUPAPA:
We courageously lead & advance opportunities across generations in Te Tairāwhiti

MISSION:
To genuinely apply holistic indigenous knowledges, and innovative tech to regenerate people & place.

POU TUARUA
BUILD & ATTRACT CAPABILITY
We build and attract digital, tech and entrepreneurial capability and capacity in support of the sectors, industries and areas we see significant intergenerational opportunity as a region.

PĀNUI WHĀINGA
#3 BUILD & ATTRACT EXPERTS - We attract people with much needed tech and digital skills & experience to grow & build people & business in Te Tairāwhiti,
#4 INSPIRE YOUTH & FAMILIES - We build awareness, connection and participation between industry and education providers,
#5 GROW JOB-CREATORS - We create and support 'grassroot' entrepreneurial capability and accelerate and scale them with technology

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PĀNUI WHĀINGA
#9 SHARED INFRASTRUCTURE- Co-create and invest in a shared, affordable, and reliable big data internet infrastructure,
#10 DISTRIBUTED LEARNING & DEVELOPMENT - Establish a distributed learning and training approach where our people can study, train and work in tech, in region,
#11 TECH HUBS FOR ENTREPRENEURS - Scale places for grassroot entrepreneurs who are looking to upskill and cross-skill and be 'job creators'.

POU TUAWHĀ
TELL OUR STORIES
We co-develop and share our authentic stories | pūrakau to inspire our whānau, showcase our world-view to rangatahi and attract existing and new sources of funding, resources and capabilities.

POU TUATŌRU
ACCELERATE BUSINESS
We build systems and processes to disseminate knowledge of how to accelerate entrepreneurship and businesses. We focus on growth within the fisheries, forestry, agriculture, horticulture, the delivery of health and social services, and creative sectors.

PĀNUI WHĀINGA
#6 AMPLIFY OUR IMPACT - We amplify our aspiration, impact and solutions for the future, and hold fast to our intergenerational te ao Tairāwhiti lens,
#7 HONOUR RANGATAHI HOPES - We listen, understand and convey Rangatahi's vision, aspirations and solutions for the future through pūrakau,
#8 CELEBRATE & SUPPORT - We regularly identify, celebrate and share our digital tech heros and success stories with the world.

OUR GUIDING PRINCIPLES & VALUES:

| ACTIVE LEADERSHIP RANGATIRATANGA | TOGETHERNESS KOTAHITANGA | CONNECTION WHANAUNGATANGA | CARE & HOSPITALITY MANAAKITANGA | GUARDIANSHIP KAITIAKITANGA |

MEASURING IMPACT.

TECH TAIRĀWHITI STRATEGY 2040
INTERVENTION LOGIC MODEL

OPPORTUNITIES
- Highly skilled workforce
- Growth and specialisation strengths in advanced health and hauora practices, research and tech
- Clustering/knowledge and creation of an hauora intensive precinct
- Higher than average income

CHALLENGES
- Skills shortages and skills mismatch
- Lack of diversity - Māori underrepresented
- Inequity of access
- Cultural safety
- Constrained funding

TE PAE MĀHUTONGA | VISION	To harness the mauri of Te Tairāwhiti and enhance our unique community and culture through technology.				
	To genuinely apply holistic indigenous knowledges, and innovative tech to regenerate people & place				
PĀNUI WHĀINGA | STATEMENT OF INTENT	**POU TUATAHI** **LEAD HOLISTICALLY** Our leaders regularly bring industry, iwi, whānau and the community of Te Tairāwhiti together to accelerate opportunities in digital and tech.	**POU TUARUA** **BUILD & ATTRACT CAPABILITY** We build and attract digital, tech and entrepreneurial capability and capacity in support of the sectors, industries and areas we see significant intergenerational opportunity as a region.	**POU TUATŌRU** **ACCELERATE BUSINESS** We build systems and processes to disseminate knowledge of how to accelerate entrepreneurship and businesses. We focus on growth within the fisheries, forestry, agriculture, horticulture, the delivery of health and social services, and creative sectors.	**POU TUAWHĀ** **TELL OUR STORIES** We co-develop and share our authentic stories | pūrakau to inspire our whānau, showcase our world-view to rangatahi and attract existing and new sources of funding, resources and capabilities.	**POU TUARIMA** **INVEST & MEASURE** We invest in digital and technology connectivity, uptake and ongoing education. We partner with iwi to provide and support cultural connectedness and capacity building within our businesses. We are driven to create taonga through indigenising how, where and what we invest in, and how we measure its impact on generations.
NGĀ TĀKE | MAHI	#1 Establish a Tech Tairāwhiti 2040 Kaitiaki Group, #2 Engage with the communities, #3 Create a clear, strong, purpose-led narrative, #4 Embrace pūrakau and kawa as the driving focus of how we work and communicate, #5 Lead with a holistic wellbeing measurement framework.	#1 Identify the roles and skills required now and in future, #2 Develop skills to fill the roles, #3 Create job share opportunities to attract talent, #4 Create awareness of the roles & opportunities, #5 Regular events and | or activities connecting industry and rangatahi, #6 Regular mentorship connecting experienced entrepreneurs to emerging entrepreneurs, #7 Implement or access indigenous growth fund.	#1 Engage industry who are willing to share and participate in telling their stories, #2 Share stories through roadshows, workshops, social media etc, #3 Establish Rangatahi Leadership in TDS, #4 Engage Rangatahi in their spaces where they feel safe to share, #4 Elevate rangatahi voices | stories through roadshows, workshops, social media etc, #5 Exchange and elevate stories for the people, with the people and by the people	#1 To drive a shared partnership approach that reflects regional collective demand for infrastructure investment business cases, #2 To co-design regional data sovereignty - trusted data governance, ownership, security, access and distribution (data as taonga), #3 To redesign a remote, hybrid distributed learning model that is digitally fit-for-purpose for education and training development with businesses, #4 To create a hybrid learning community either online and/or a physical hub model, #5 To scale collective hub(s) that facilitate digital learning and networking, including guidance, mentoring and upskilling online capabilities.	#1 To co-design a bottom-up investment approach that creates the opportunity for direct connection to global funders, #2 Engage with the growing global social funding community, #3 Identify, engage and map the diverse community across the region, #4 Use the right approach to engage the various diverse communities that are safe and inclusive, #5 Design a dynamic, interactive and responsive live dashboard, #6 Consider how to engage communities who want to participate but don't have reliable internet access.
NGĀ TUKUNGA IHO | OUTCOMES	#1 Establishment of an authentic, effective leadership group, #2 Businesses are harnessing the narrative to promote opportunities, attract talent, and investment, #3 Education providers attracting teachers and students into digital tech curriculum, #4 More whanau aware of opportunities and possibilities in digital tech in Te Tairāwhiti.	#1 Increase number of people employed in tech, #2 Increase number of māori youth and women engaged in tech, #3 Increase employment in tech and digital related fields, #4 Scale support of tech programmes, #5 Increase in whānau returning home #6 Increased awareness of roles and opportunity, #7 Increased placement - internships or offers - of rangatahi into jobs, #8 Increased enrolment in tech-related fields at school #8 More grassroot entrepreneurs in tech or using tech	#1 Development of Industry narratives | stories, # Increased awareness & understanding of industry aspirations and value proposition by customers, talent and sources of funding # Development of Rangatahi narratives | stories, # Increased awareness & understanding of rangatahi aspirations and needs # Engagement, participation and sharing of region-wide stories by diverse communities	#1 Improved access to affordable, reliable, & secure regional big data infrastructure, #2 Lead the world in how we treat data as taonga, #3 Learners learn at their own pace and at a place and times that suit them, #4 Learners earn qualification through online education and training e.g. micro-credentials, On-the-job learning, #5 Increased number of people identifying as entrepreneurs and running businesses, #6 Enhanced sentiment of support in our entrepreneurs, #7 Increased robustness in our startups Improved chances of success for grassroot businesses.	#1 A more diverse and equal opportunity for regional business to directly attract, connect and negotiate with investors other than the traditional funders, #2 Investment will flow directly into the region without middle layers intervention, #3 The diverse Te Tairāwhiti voice is engaged, heard and reflected as active participation to the ongoing implementation of the regional digital strategy, #4 Track progress on outcome & impact, #5 Allow community to feedback online, #6 Connect investors directly with businesses.
HE KAWEKAWE | IMPACT	OUR SINGLE ORGANISING GOAL IS: **CREATE OPPORTUNITIES**				

MOBILISING FOR MOMENTUM & ACTION.

	ACTION TO CONSIDER FAST-TRACKING	ESTIMATED TIMEFRAME	
HORIZON 1	**ACTION 1:** Mobilise broader strategy consultation approach with iwi, rangatahi and industry **[MUST DO]** **ACTION 2:** Mobilise shared data & investment platform initial shaping hui with industry players from Strategy hui **ACTION 3:** Mobilise Tech Tairāwhiti Advisory Group **ACTION 4:** Establish Monthly Tech Tairāwhiti Whānau Meetups **ACTION 5:** Appoint Tech Tairāwhiti Programme Leader	Sep 22 - Oct 22 Aug 22 - Sept 22 Aug 22 - Jul 23 Aug 22 - Jul 23 Aug 22 - Oct 22	**Within 1-3 months**
HORIZON 2	**ACTION 6:** Appoint Tech Tairāwhiti Chair **ACTION 7:** Appoint Tech Tairāwhiti Programme Leader **ACTION 8:** Establish Regional Partnership with Te Matarau - Māori Tech Association (4 events / yr) **ACTION 9:** Develop TechWeek Programme and mobilise in May 23 **ACTION 10:** Run ongoing NZ Story Workshops and seek to leverage Tairāwhiti Story **ACTION 11:** Establish ongoing connection with KiwiSaaS Programme (Sponsor 1-2 businesses p.a.) **ACTION 12:** Ongoing support of Startup Weekend in May 23 (1 event / yr in May) **ACTION 13:** Establish Tairāwhiti Matariki Tech Showcase in June 23 (1 event / yr in June) **ACTION 14:** Establish relationship with Edmund Hillary Foundation for mentoring (4 engagements / yr) **ACTION 15:** Establish website and social media for Tech Tairāwhiti **ACTION 16:** Establish Tech Tairāwhiti project priorities and funding - secure budget and funding for year **ACTION x:** TBC Project delivery - to emerge from engagement and strategy development	Oct 22 - Sept 23 Aug 22 - Oct 22 Aug 22 - Jul 23 Nov 22 - Jun 23 Aug 22 - Jul 23 Aug 22 - Jul 23 Aug 22 - Jul 23 Aug 22 - Jul 23 Aug 22 - Jul 23 Aug 22 - Jul 23 Aug 22 - Jul 23 Oct 22 - Jul 23	**3 - 12 months** **1 - 3 years**
HORIZON 3	Emerging projects Subject to above mahi SHARED MEASUREMENT & INVESTOR PLATFORM · SHARED DATA PLATFORM · OPEN CITIZEN PLATFORM · SCALED TECH HUBS FOR ENTREPRENUERS · DISTRIBUTED LEARNING HUB · TE TAIRĀWHITI PŪRAKĀU PLATFORM	Aug 22 - Jul 25 Aug 25 - Jul 30 Aug 30 - Jul 40	**3 - 18 years**

TE HIKOI.

The next steps toward a deeper engagement & broader voices in Tech Tairāwhiti 2040.

HE TĒNEI TĀTOU

19 Aug 2022

TIRIPI TUATAHI
Additional community engagement planning
[1-Day]

14–16 Sep 2022

TIRIPI TUARUA
Proposed hui dates
[2-Days]

20–23 Sep 2022

TIRIPI TUATŌRU
Proposed *Iwi* hui dates
[3-Days]

Hick's Bay
Tikitiki
Ruatōrea

27–29 Sep 2022

TIRIPI TUAWHĀ
Proposed *Rangatahi* hui dates
[3-Days]

3–6 Oct 2022

TIRIPI TUARIMA
Proposed *Industry* & *Iwi* hui dates
[3-Days]

RBP Group
Chamber Group
—
Tokomaru Bay
Uawa | Tolaga Bay
Manutūke

16 Oct – 7 Nov 2022

PRODUCE DRAFT
Collation and distillation of findings and insights and inclusion in Draft Playback

7–28 Nov 2022

REVIEW & DESIGN
Draft review and feedback from TT SLT, TEAP, RTRO

w/c 5 Dec 2022

FINALISED STRATEGY & DESIGN

KEY
Completed
WIP
Planned