

Te Mahinga Kai o Tairāwhiti

Insights on access to affordable and
nourishing kai in Tairāwhiti

What we learned | August - October 2020



Prepared by Healthy Families East Cape

*Cover Image:
Gizzy Kai Rescue volunteers help to redirect food
waste in Tairāwhiti, 2020.*

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About

About Healthy Families East Cape

Healthy Families NZ is about all of us working together to create local solutions to local challenges that can be driven by local people. The Ministry of Health-funded Healthy Families NZ initiative aims to improve people's health by creating healthier environments in the places where we live, learn, work and play, for the prevention of chronic disease.

Healthy Families East Cape is one of 10 Healthy Families NZ locations, which include Far North, Waitakere, South Auckland, Rotorua, Whanganui-Rangitikei-Ruapehu, Hutt Valley, Christchurch and Invercargill. We deliver the Healthy Families NZ approach from Ōpōtiki, right around the East Cape, to Tairāwhiti.

Our team are supporting locally-led solutions by connecting leaders from a wide range of organisations, places and systems to identify, design and implement the measurable changes they, and we, want and need to see in our communities to create greater impact on our health and wellbeing.

Healthy Families East Cape is delivered by Te Ao Hou Trust, a community provider in the Ōpōtiki district offering quality services to inspire our whānau and community to flourish. For more information about Healthy Families East Cape please visit www.healthyfamilieseastcape.co.nz.

Most of our work follows our Practice Framework for Activation, and this document summarises the insights generated from completing the first stage of this process (Explore and Discover).

About our Steering Group

Te Mahinga Kai o Tairāwhiti is a cross-sector collective who share an interest to grow a healthy kai system.

About the Backbone Support Organisation

Healthy Families East Cape are the backbone support organisation for the Te Mahinga Kai o Tairāwhiti collective and were commissioned to map the food system in Tairāwhiti.



Insights

Insights on access to affordable and nourishing kai in Tairāwhiti

We're excited to share with you some of the insights and learnings we've gathered during the food mapping phase.

Ngā Mihi | Thanks

Healthy Families East Cape extends a very warm thank you to all who contributed to mapping our food system in Tairāwhiti.

- **Gizzy Kai Rescue**
- **Horouta Whānau Ora Collective**
- **The Heart Foundation**
- **NZ Food Innovation**
- **Susie Lee – Community Volunteer**

- **The Salvation Army**
- **Gisborne District Council**
- **Hilton Collier – Ag First/Pakihiroa Farms/EIT Te Tairāwhiti**
- **Equippers Church**
- **Hauora Tairāwhiti**
- **Apiculture NZ**
- **Te Whare Wānanga o Awanuiarangi**
- **EIT ki Uawa**
- **Countdown Gisborne**
- **Rongowhakaata Iwi Trust**
- **Super Gran's Tairāwhiti**
- **Ministry of Social Development**
- **First Fresh**
- **Trust Tairāwhiti**
- **Corsons**
- **Ministry of Primary Industries**
- **Tipu Collective**

Others who have made this project possible through their support:

- **Taiki E!**



Research Phase

Mapping the Tairāwhiti Kai System (Research Phase) Looking Back

Research → Discover →

Design → Develop → Try/Review → Scale | **8 weeks**

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Tairāwhiti people engaged from across the local food system including processing, health, agriculture, primary industries and NGO sectors.

Te Mahinga Kai o Tairāwhiti collective established, a cross-sector collective effort to grow a healthy local kai system.

Te Mahinga Kai o Tairāwhiti Collective

Leading up to the conclusion of the Research phase, the Healthy Families East Cape team hosted several meetings with the Te Mahinga Kai o Tairāwhiti Collective Steering Group at the Healthy Families East Cape office in Gisborne. Together, we looked at the overarching themes that emerged from the diverse collection of feedback received through interviews with Te Tairāwhiti people representative of the food processing, health, agriculture, primary industries and NGO sectors.

The meetings with the Collective were a valuable time for us to learn from our partners and an opportunity to define the discovery questions in mapping the local kai system. After a process of engagement and collaboration, including bi-weekly hui with the Collective, the Healthy Families East Cape team proposed a co-design process for Kitchen Table Talks - a consultation process across Tairāwhiti to discuss and document challenges and solutions for our food and health with local residents, whānau, community groups, schools and businesses.

Our Project Partners

Te Mahinga Kai o Tairāwhiti Collective is made of partners from Hikurangi Enterprise, Supergrans Tairāwhiti, Gizzy Kai Rescue, Rongowhakaata Iwi Trust, Cobham School, Hauora Tairāwhiti, Trust Tairāwhiti and Te Whare Wānanga o Awanuiārangi.





What We Learned

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Overarching Themes

We identified 22 overarching themes that emerged from the Research phase. These themes are meant to serve as conversation starters and do not reflect all of the amazing learnings and insights gained so far from our community. We hope you'll continue to share your ideas and experiences to discuss and document challenges and solutions for our local kai system.

Insights about the opportunities for food innovation in Te Tairāwhiti



Volunteers come together to complete restoration work on Te Wherowhero lagoon, a place of cultural and historical significance, and is also a pataka kai (traditional food bowl). Credit: Conservation Groups in Tairāwhiti.

1. There is an opportunity in Tairāwhiti to support social enterprise and local food business models.

People across the food system in Tairāwhiti see an emerging desire across businesses to support a circular and regenerative economy.

“We have the opportunity to identify niches that play to our local strengths, such as seaweed”

“We could create a local Big Food Basket – our region has a strong food market.”

“We could look into green trade between whānau and businesses for things such as plants and kai”
– Ron Taiapa

2. Tairāwhiti can create community farms and home gardens.

People see an opportunity to implement community farms, home gardens and maara kai to serve the local people.

“We can create community farms across the region, with citizen farmers forming a co-operative economy”

“Garden to table is the way”

“Learn how to gather kaimoana, learn how to hunt, learn how to have a home or community garden”

“Growing whānau/ hapū nurseries and gardens”



3. We need to future proof our food system through preservation, sustainability and regenerative approaches for our environment.

People from across our food community see an opportunity for our region to stretch our thinking into the future and ‘feel the winds of change.’

“We need to peer far into the future – 500 years, to affect the change within our region ”

“Sustainable and regenerative approaches – vision for the future must be healthier than the present ”

“Investing in technology to add value to what we grow and create better job opportunities ”

“Future proofing and moving towards net zero carbon emissions ”

4. Planting kai trees in public spaces will see a great improvement in our regional health.

Across the region, people are already seeing and speaking about a movement that sees fruit trees and orchards serving the health and wellness of our community and environments.

“Planting different trees will benefit not only our food industry, but also our environment through preventing things like erosion ” – Barry Foster

“Local orchards of fruit such as kiwifruit and blueberry like in Paremata are ideas that are good for us ” – EIT ki Uawa student

“Orchards and fruits in schools – let’s grow this!”

5. We need to re-learn Māori practices and implement these across our food system

People share a desire locally to re-emerge our old practices and invite our community to see the opportunity to re-learn tikanga Māori (Māori practices), whakapapa (relationships to people and place) and rejuvenate the Māori economy.

“What is good for our local Māori and iwi is good for all of us ”

“We can wananga – and re-learn ways of our people ”

“Re-practicing koha, and pure exchange ”

“An opportunity to implement Māori models of practice ”



6. We need to upskill and educate our local people to build their capability in food literacy and skills.

People acknowledge the opportunity to build skills and knowledge in food, horticulture and life skills. There have been observations made of a lack of capability in our region - upskilling is essential to build any kind of sustainable local food system.

“ 4 day working week, 1 day growing and sourcing our own kai. This will allow for more of a work-life balance and also build whānau knowledge of local kai and growing maara kai ”

“ Create inspiration for young people to follow careers in food ”

“ An opportunity to create a regional food story full of indigenous knowledge and history in food production ”

7. Waste as a resource.

A study found that 229,022 tonnes of food is sent to landfill by households annually. Of this approximately 50 per cent or 122,547 tonnes is avoidable food waste. People voiced a need to combat food wastage in Tairāwhiti and a desire to explore ideas to combat this issue.

“ Identify kai that is going to waste from supermarkets, people’s gardens and channel it for good ”

“ Potential to utilize waste product to feed people ”

“ Large scale worm farm and pig bucketing ”

“ Kerbside organics collection ”

8. An opportunity to boost local food production.

Tairāwhiti has some of the most fertile and healthiest soil and whenua across Aotearoa. People voiced an opportunity to boost local food production, with a focus on providing by local, for local.

“ Creating a sustainable food production system for our local people that is environmentally and economically safe ”

“ Kai swapping and bartering by local producers and sellers ”

“ Already knowing what kai sources we have such as old heritage fruits on farms, and taking the left over food and fruit from farms and distributing them locally in a timely manner ”

Restoring Te Wherowhero Lagoon – A traditional Food Bowl and Medicine Cupboard

Brief case study

Te Wherowhero lagoon for local Tairāwhiti is a place of cultural and historical significance, and is also a pātaka kai (traditional food bowl).

From the time of the Horouta waka, Hinehākirirangi and her party navigated a passage through Te Wherowhero Lagoon to the Karaua stream, passing Puketapu maunga heading to Manawaru where the first kumara in Te Tairāwhiti were successfully planted.

The lagoon is the resting place of the Horouta waka and is the kāinga that provides feeding and habitat for over 34 species of coastal waders and shore birds including the Kuaka (bar-tailed godwit), Ngutu Parore (wrybill), Tūturiwhatu (NZ dotterel).

Te Wherowhero is just one of many sites of significance that Rongowhakaata and Ngāi Tāmanuhiri, working with the Department of Conservation, EIT, Turanga Ararau, environment groups and the Gisborne District Council, are seeking to restore and repopulate with eco-sourced plants.

Restoration work through planting helps to maintain traditional activities, stories and history associated with these places, and is bringing that holistic learning to cadetship programmes like the Tairāwhiti Economic Support Package Redeployment Programme.

The restoration work will help to stop further degradation of these former pātaka kai and medicinal cupboards of Rongowhakaata and Ngāi Tāmanuhiri.

The cadets as part of the Tairāwhiti Economic Support Package Redeployment Programme help to restore Te Wherowhero Lagoon. Credit: The Black Balloon.



Volunteers come together to complete restoration work on Te Wherowhero lagoon. Credit: Conservation Groups in Tairāwhiti.




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Insights about the greatest food challenges for Te Tairāwhiti



Supergrans Tairāwhiti are providing a place for people to learn how to prepare and provide nourishing meals for themselves and their whānau, 2020. Credit: Supergrans Tairāwhiti.

1. Mindsets and Attitudes

Tairāwhiti has a growing number of whānau struggling with income, chronic health conditions and social isolation.

“It is a hand up vs hand out mentality”

“How do we lift our people’s thinking and inspire them when they are struggling”

“Changing attitudes to growing kai as a way of life vs making a living”

2. Local produce is often exported
A high percentage of local meat produce is exported from the Tairāwhiti region.

“The majority of lamb is sent for process, and 100% of beef is exported”

“Facilities are not for storage but for export”

3. There is a lack of affordable and accessible kai

Common insights reflect a food system that is not accessible nor affordable. We are living in a society of convenience.

“Access to affordable, nutritious food is a problem”

“We need to make sure that the people are fed - this is a priority”



4. Our health is affected by the choices we make.

Social and health determinants affect the everyday living of those in Tairāwhiti. Our region sees high numbers of morbidity, mortality and chronic diseases across New Zealand. The food and life choices we make not only affect our health, but the lack of healthy choices we have, are one of the greatest food challenges for our region.

- “ You are what you eat ”
- “ Tamariki are taught from a young age, bad eating habits ”
- “ Choices have impacted on our ability to make healthier choices ”
- “ Addictions, drugs, gambling and family harm are things we all need to take into account when we realize the impact our choices have on our food choices ”

5. Government policies and regulations hinder the ability to have a thriving local food system.

People identified a lack of local voice at the decision-making table and barriers created by governmental policy that hinder the ability for whānau and community to contribute meaningfully to a local food system.

“ We need improved regulation and processes that allows community and whānau to contribute meaningfully to a local food system ”

“ Policy is designed by people without real life experiences ”

“ Rethink and reset the systems ”

“ If the system was working well it would create employment for our people and opportunities ”

6. Before any local food system can be considered, we must first take into consideration the environmental health of Tairāwhiti.

People recognise a depletion of our environmental health and the impact this is having on our local food system and sector.

“ We use lots of pesticides and fertilizers across the region that lead to soil degradation and poor health of the environment ”

Supergrans Tairāwhiti

Brief case study

Reaching out to help people in need, Supergrans Tairāwhiti are a small gutsy organisation making a difference in Tairāwhiti.

Te Tairāwhiti has some of the highest deprivation levels in Aotearoa and the Supergrans Tairāwhiti team are advocating daily for those who need help, whether it's supporting a whānau to buy firewood to keep their house warm or supporting a mum who isn't coping and has exhausted all avenues. The team will step in to advocate for them and help where they can.

Instilling confidence in the community to provide for their families and whānau, Supergrans Tairāwhiti are supporting opportunities for people to acquire the skills needed to select and prepare nourishing and affordable kai for themselves and their whānau through free community cooking workshops. Some of the skills being nurtured at the workshops include meal preparation, budgeting, sewing and making gifts from scratch.

In addition to the community workshops, the not-for-profit organisation is building two community kitchens to add value to rescued kai, and deliver healthy ready-to-go meals to where they are needed the most enabled through Trust Tairāwhiti grant funding.

Supergrans Tairāwhiti are providing a place for people to learn how to prepare and provide nourishing meal for themselves and their whānau, 2020. Credit: Supergrans Tairāwhiti.





Insights about our local food system



Gizzy Kai Rescue volunteers help to redirect food waste in Tairāwhiti, 2020.

1. Our local food system is great as we have access to great natural and human resources with good growing conditions.

“An excellent food system with a score of 9, as we have sea and great growing conditions”

“I give our food system an 8, as we have great seafood and a big area for growing your own food, distance is not too far to travel”

2. Our current local food system is not sustainable.

“We need to be careful as our current practices are unsustainable, but we have great natural and human resources”

“Although we’re a district rich in horticulture, agriculture, good soils etc, water source to sustain is running low. Our local food system is costly for the majority of vulnerable whānau, inaccessible”

“Our old practices and way of life is dying with our old people, as only some whānau practice indigenous/cultural ways of gathering kai”

“Inequitable wealth distribution hinders the growth of a sustainable local food system”

Gizzy Kai Rescue

Brief case study

It's estimated that New Zealand generates more than 571,000 tonnes of food waste, going to landfill, each year. Gizzy Kai Rescue are one of many food rescue organisations working in Aotearoa to reduce food waste and feed communities.

Gizzy Kai Rescue's journey began in late 2017 when a small group of community-minded individuals saw an

opportunity to redirect food waste in Tairāwhiti, which would reduce adverse effects on the environment and help whānau short of food.

Over several months, the group researched and planned then enlisted help and support locally and from other food rescue groups nationally. Gizzy Kai Rescue began operating in October 2018 and continues to go from strength to strength. Up to 30 volunteers help keep the wheels turning each week.



Gizzy Kai Rescue volunteers help to redirect food waste in Tairāwhiti. Credit: Gizzy Kai Rescue.





Insights about the most important impacts of the local food system on the local economy, environment and community



Local Gisborne green thumb man Adrian Sutherland is educating thousands of keen gardeners through his social media platform, One Minute Gardening with Adrian Sutherland. Credit: One Minute Gardening with Adrian Sutherland.

The impacts of any part of our local Tairāwhiti system can be felt economically, environmentally and at a community level and addressing what these causes are as a result of the food system is important in being able to move forward to sustainable solutions.

The Economy

1. We have poor work practices, attitudes and minimal opportunities for the average individual and whānau in Tairāwhiti.

“Not supporting local, limited upskilling for whānau who are wanting to start their own food business”

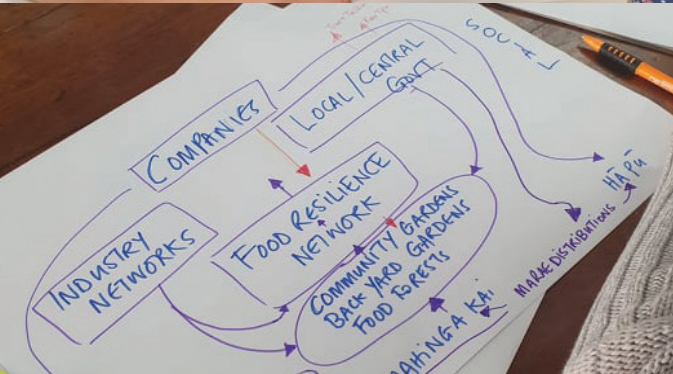
“There is too much reliance of unsustainable practices and low-wage labour”

2. Our local political environment and economy are our downfall.

“Big business are trying to produce food at the best price. Underlying that is the pesticides.”

“Explore and support all the economic models of kai production. Small is beautiful vs corporate”

“The political will to change laws for sugar tax is needed”



3. There is opportunity for job growth and shared prosperity.

“ Create more secure and higher value jobs with value add ”

“ Employment in a resilient sector ”

“ People applying for our jobs now are really high calibre compared to pre-Covid times ”

The Environment

4. Soil health and water conditions are poor, we need to take better care of our local, natural environment to allow our food system to flourish.

“ Limited attention paid to soil and water health ”

“ Water ways and impact on kaimoana is immense ”

“ Water overallocated to big companies ie Leaderbrand and not accessible to locals. Running low. ”

“ We need to build basis to nature’s humous ”

One Minute Gardening with Adrian Sutherland

Brief case study

Keeping it simple is Adrian Sutherland's philosophy when it comes to helping the thousands of followers on his social media accounts. One Minute Gardening is the social media platform Adrian uses to show people different aspects of gardening from his own gardens in Kaiti. His videos are short and basic so anybody can learn.

The local Gisborne green thumb man has a large social media following on Instagram and Facebook on which he posts one-minute videos educating people about different aspects of gardening.

He also gardens by maramataka – the Māori lunar calendar.



Local Gisborne green thumb man Adrian Sutherland is educating thousands of keen gardeners through his social media platform, One Minute Gardening with Adrian Sutherland. Credit: One Minute Gardening with Adrian Sutherland.

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Insights about what is working well, or not well, in our local food system



Tairāwhiti-based students from the Te Hiringa o Te Taiao L4 Certificate in Māori Environment Practices programme, an EIT Tairāwhiti programme based in Uawa.

1. High numbers of community support organisations hint at a fragmented food system.

“There are a lot of kai providers out there and yet the need of our community is still not being met. Therefore, it cannot be sustainable”

“Many businesses and providers donate kai, which is awesome, but this is not sustainable”

2. In Tairāwhiti we are great at sharing and manaakitanga.

“What works well is sharing in abundance. We are good at sharing, it is what we do well”

“We waste a lot of food on personal/whānau levels. We need to learn more manaakitanga and sharing when we are in abundance”



Tairāwhiti-based students from the Kai Oranga programme, a joint venture between Te Whare Wānanga o Awanuiārangī, and Waka Kai Ora, which owns Hua Parakore, an indigenous food certification system.

Maara Kai and Permaculture in Whangara

Brief case study

A group of Kai Oranga students have transformed a green stretch of grass in front of St Patoromu Church at Whangara into a lush maara kai (food garden).

The Kai Oranga programme is a joint venture between Whakatāne-based Te Whare Wananga o Awanuiārangī, and Waka Kai Ora, which owns Hua Parakore, an indigenous food certification system.

Lecturer Ron Taiapa ran the same course in Uawa and decided to run it at Whangara after a discussion with local residents.

The course follows the Hua Parakore textbook, covering permaculture and organic principles, combined with kaupapa Māori. Tauira (students) come from just down the road at Whangara, and others from up the coast at Uawa, and Turanganui-ā-Kiwa.

They talk about the mauri (life-supporting capacity) of the soil, following the maramataka (Māori lunar calendar), and looking at the whakapapa (ancestry) of kai and rongoā (medicine). This covers not just handing down of knowledge, but the origin of seed used and how it has adapted to the environment, saving the seed, and its family history.

Ron and his tauira aim to produce nutrient-dense food and track the vitamins and minerals that go into the plants.

Their teachings follow ture tikanga, including whakawhānaungatanga (kinship) and manaakitanga (caring), and ture tangata, which involves Māori application of new technology and knowledge, alongside traditional values.

As part of their assessment the students develop their own maara kai at home and save their own seed and are encouraged to share what they have learned with the wider community.

Tairāwhiti-based students from the Kai Oranga programme, a joint venture between Te Whare Wānanga o Awanuiārangī, and Waka Kai Ora.





Join the Movement

Let's build on these insights and conversation starters to understand the challenges and opportunities more deeply to support an affordable and nourishing local kai system, both from existing information sources and from the perspectives of people, communities, schools and businesses who live in Tairāwhiti.

How might we design a better local food system for tomorrow?

The Tairāwhiti Rau Tipu Rau Ora Response and Recovery plan outlines a willingness to work across local levels with Tairāwhiti people, communities, hapū and iwi, businesses and partner agencies to revitalise the local economy in ways that are inclusive and environmentally sustainable. Healthy Families East Cape saw this as an opportunity to backbone the collaboration of leaders and stakeholders across the region to build food security and food sovereignty in Tairāwhiti.

The Healthy Families East Cape team has been working in the Tairāwhiti region to explore the concept of making the region a place where **everyone has access to affordable and nourishing kai (food)** and having a local kai system that is **regenerative**, and protects **natural resources**. We are calling this **Te Mahinga Kai o Tairāwhiti**. The **Collective Impact** initiative is focused on **building food security and food sovereignty** because the number of whānau experiencing poverty and food insecurity has grown steadily.

Healthy Families East Cape worked with Taiki E! to work towards defining a local kai system that integrates a collaborative network involving the following 7 themes: **food policy and regulation, sustainable food production, processing, distribution, retailing, storage and waste management** in order to **enhance the environmental, economic, and social health of our region**. In Tairāwhiti, the increased issues impacting food security and food sovereignty are complex and therefore require action by a variety of players, including but not limited to **central government, local government, iwi, hapū, marae, whānau, religious organisations, businesses, the food sector, the education sector, the health sector and communities**. This means that **community support** is also an important theme when speaking about our local kai system.

Having a local kai system that is sustainable and regenerative plays a critical role in improving the health and wellbeing of our region. It also increases the wellbeing of our local economy through opportunities of shared prosperity, and the creation, increase and sustainability of local employment.

This insights report is an exploration into the key findings of our food mapping phase, that saw Healthy Families East Cape engage with sector stakeholders across Tairāwhiti to further understand the current state of our local kai system. These findings will help us build a picture of the inner workings of this system, leading into a co-design phase that sees the collective work with community to build innovative solutions to improve food security and food sovereignty in Tairāwhiti.

**Food insecurity represents one of the most pressing challenges of our time
Food sits at the centre of our lives.**

It shapes our health and wellbeing, and the landscape in which we live. It impacts the strength of our economy and the vibrancy of our culture. But our modern way of growing, transporting, processing, selling and consuming food has created multiple challenges.

Globally, 30 – 40 per cent of food produced for consumption is wasted every year. And yet it’s estimated that around 20 per cent of New Zealanders – around one million people – experienced severe food insecurity during the COVID-19 lockdown in 2020. That’s 1 in 5 New Zealanders.

Right now, too many New Zealanders are hungry – struggling to access affordable and nourishing kai. Over the last few years, our nation’s social service agencies, social enterprises, and food industries have given out more and more food – as the number of kiwis experiencing food poverty has steadily grown. The COVID-19 pandemic has escalated these existing challenges dramatically – and charitable responses have again expanded to try and meet the need.

Why is this important?

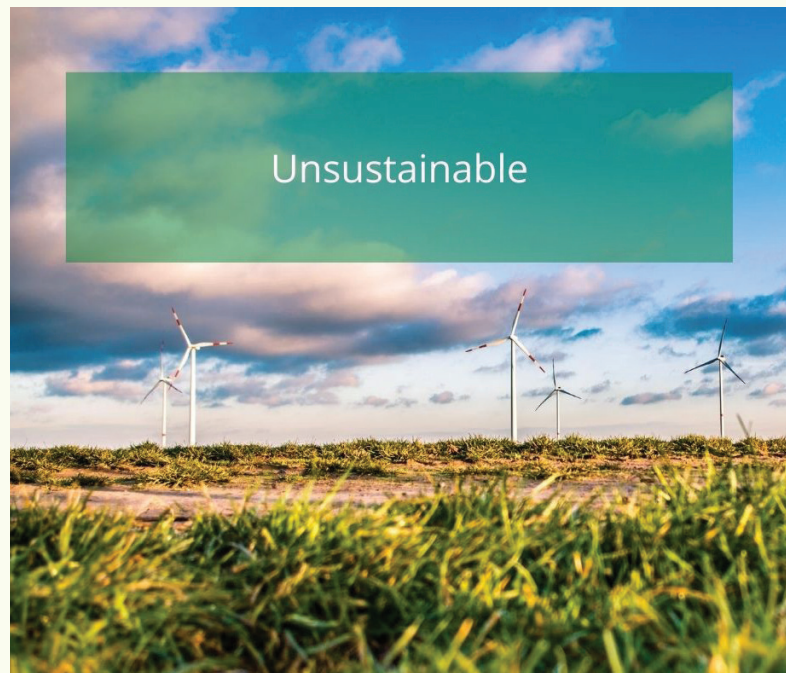
Food = Health

Health conditions affected by poor nutrition include overweight, obesity, coronary heart disease, stroke, high blood pressure, some forms of cancer and type 2 diabetes. In Tairāwhiti, we have the highest rates of overall avoidable mortality and morbidity.



Unsustainable

The way we grow, transport and store food accounts for 30 per cent of worlds energy consumption and is degrading our soil, water and ecosystems and tipping us into catastrophic climate change.



And yet...

Te Tairāwhiti is blessed with fertile farmland, innovative farmers and growers and food businesses, and a rich diversity of food heritage, skills and knowledge. We have all the ingredients we need to grow a vibrant, strong and resilient future.

Our Methodology

The insights that follow have been generated from a range of interviews, food and community support sector engagement and a targeted review of literature.

It sets out some of the challenges and opportunities for enabling access to affordable and nourishing kai in Tairāwhiti.

Our Healthy Families East Cape team interviewed 33 Tairāwhiti people representative of the food processing, health, agriculture, primary industries and NGO sectors.

We held a group workshop with the Te Mahinga Kai o Tairāwhiti collective, made of partners from Hikurangi Enterprise, Supergrans Tairāwhiti, Gizzy Kai Rescue, Rongowhakaata Iwi Trust, Cobham School, Hauora Tairāwhiti, Trust Tairāwhiti and Te Whare Wānanga o Awanuiārangi.

For more information about this initiative, or other initiatives undertaken by Healthy Families East Cape, please visit

www.healthyfamilieseastcape.co.nz

Mindsets for Social Innovation

To build social connectedness, we use these mindsets for social innovation to inform the practice framework for our work – they describe our way of being, what we need to believe and how we need to think, to tackle complex challenges we face today.

The following mindsets for social innovation were developed by Innovate Change prior to its merge with Innovation Unit.

Curiosity | Whaowhia te kete mātauranga

Being radically open; and not being burdened by expertise.

Learning by doing | Ako – Mā tini mā mano ka rapa te whai

Social innovators have a preference to learn through action, and use prototypes as ways to take action early, get feedback and to improve our ideas

Being in the grey | Kia noho tau i te rangirua

Being comfortable with ambiguity, not being sure, predictable, not knowing what comes next, and not necessarily having a clear plan or solution(s)

People are the experts | Rangatiratanga – He aha te mea nui o te ao, he tangata, he tangata, he tangata

People know their lives better than anyone else; we privilege them and their views and value participatory approaches

Comfort with failure | Ahakoa nga heke, he hāneanea te haere

Social innovators are not afraid of failure, they cherish the learning opportunities failure brings



A Snapshot of Tairāwhiti

- **49,100 people live in Tairāwhiti** covering an area from the East Cape in the north to the Wharerata ranges in the south.
- Three quarters of the population lives in the city of Tūranganui-ā-Kiwa (Gisborne).
- **25,134 residents are Māori** (53 per cent of total population) with over three quarters of Māori (77 per cent) living within deciles 8-10, and over three quarters of tamariki under 10 years old (78 per cent) living in deciles 8-10.
- **Median age of residents is 37 years** (median age of Māori is 27 years).
- **For Māori, only 1 in 20 of the population are 65 or over**, this compares to 1 in 6 for the Non-Māori population being 65 or over – this tells us that more Māori are dying at a younger age compared to non-Māori.
- **\$20,000 or less per annum is the average income for Māori.**

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