



**MAUREA CONSULTING**  
PROVIDING CULTURALLY DRIVEN SOLUTIONS

# Tīhei Mauri ora! The Mauri factor of wellbeing

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Ko wai ahau?





Auckland  
Regional  
Amenities  
Funding Board



TĀMAKI PAENGA HIRA

AUCKLAND WAR MEMORIAL MUSEUM



Ngāti Whātua Ōrākei Trust



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Advisory – providing culturally driven solutions



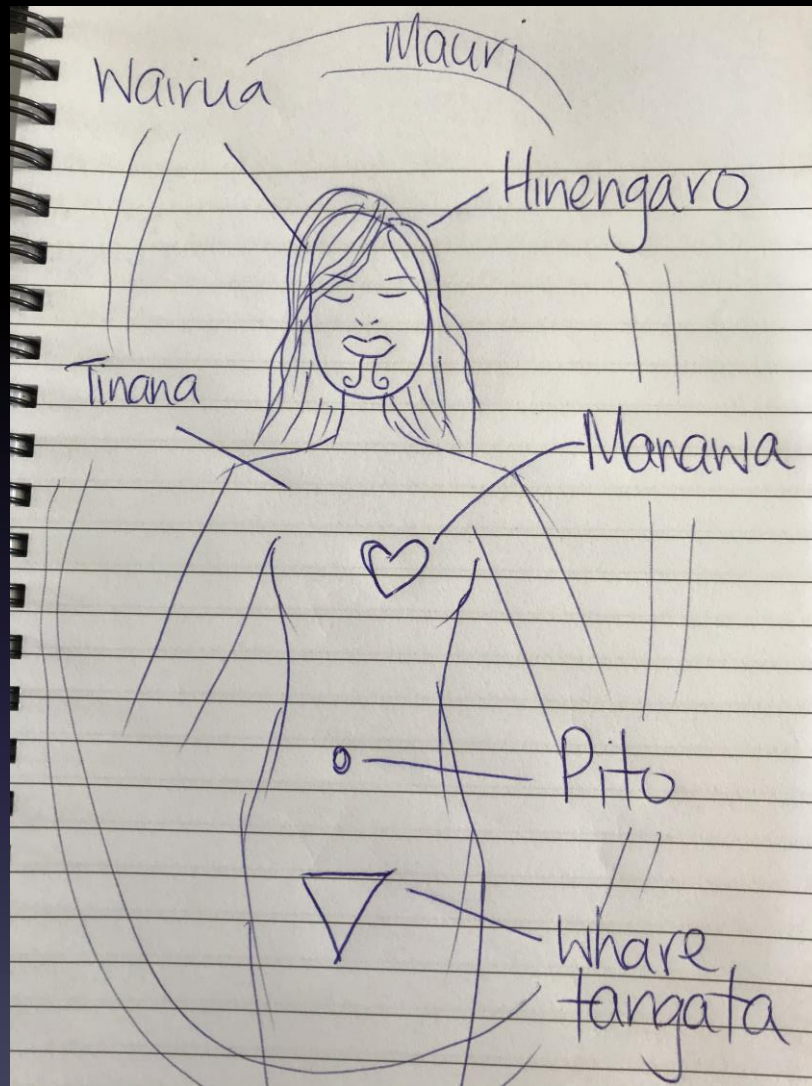
Inspire – public speaking, education and advocacy



Te Kaa – Igniting your Māori Cultural Competency



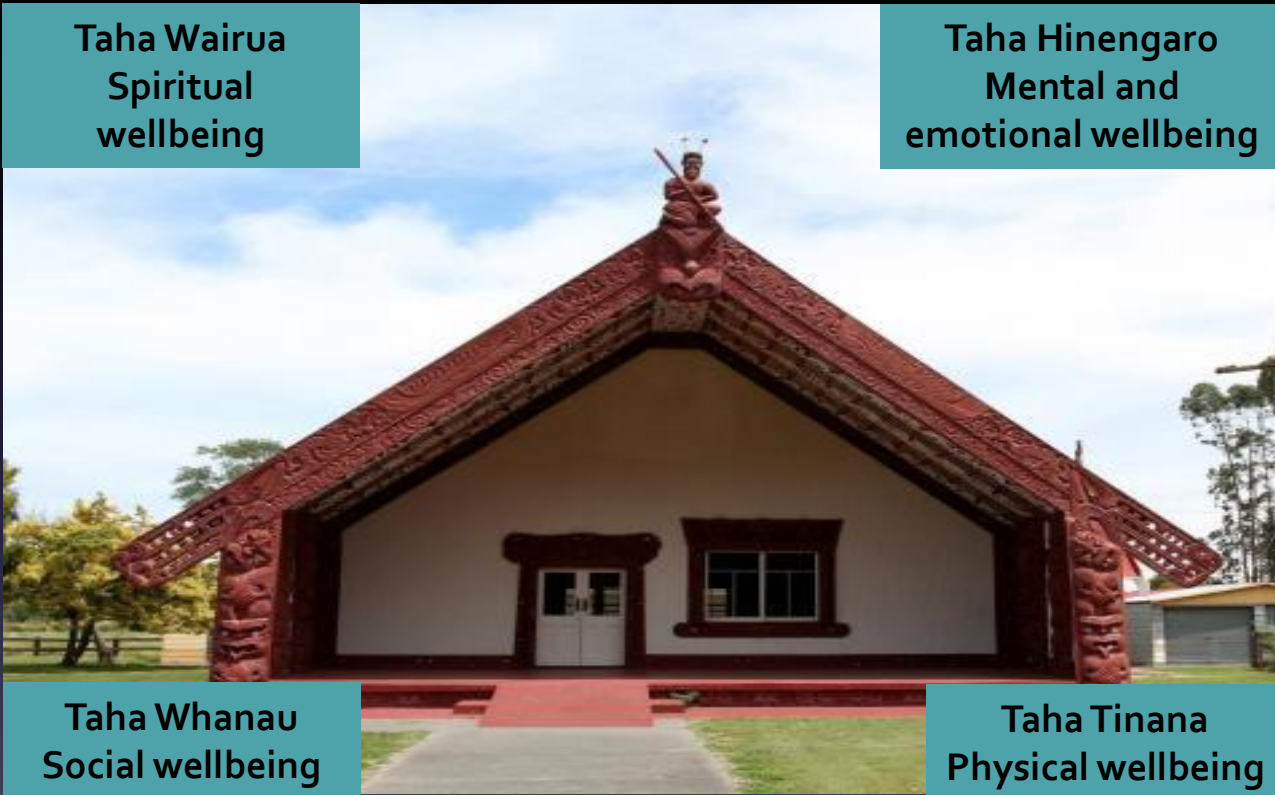
Te Kaa has one mission:  
To help 10,000 people positively identify with  
Māori culture



# Te Whare Tapawha

**Taha Wairua**  
Spiritual  
wellbeing

**Taha Hinengaro**  
Mental and  
emotional wellbeing



**Taha Whanau**  
Social wellbeing

**Taha Tinana**  
Physical wellbeing

# What is mauri?





# Mauri

- Life force
- Glue
- All things have mauri – rocks, leaves, ecosystems, relationships
- Can be physical (i.e. a mauri stone) and/or metaphysical (i.e. mauri of this conference)

# States of mauri



Mauri ora - Vibrant, alive



Mauri oho – enhancing, awakening



Mauri tau – maintain, functioning, balanced



Mauri moe – latent potential or diminishing



Mauri mate – denigrated  
unable to sustain life

# Bring mauri in the room



# Māori in 2019

- 70% of all Māori adults said it was at least somewhat important to for them to be involved in things to do with Māori culture
- 66% of Māori adults stated spirituality or wairuatanga was important in their life

# Māori in 2019

- Māori are currently 16% of population
- Māori are young. Māori kids aged 0-14 make up 26% of NZ's population

# Māori in 2038

- Māori population is estimated to grow to 1m
- Close to 20% of population will be Māori
- In some areas, the population of Māori will be as high as 61%
- 1/3 of all children will be Māori
- Increase is driven by youthful population with high fertility rate



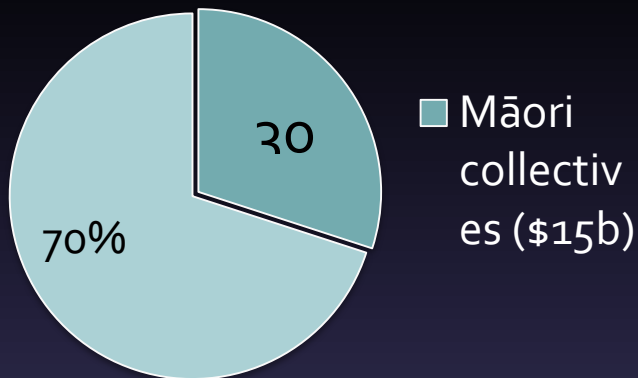
# The Māori economy

- BERL report in 2010 estimated its value at \$36.9 billion
- In 2017 estimated value was \$50 billion
- Projected to continue to grow with 30+ outstanding settlements, business growth and increased M&A

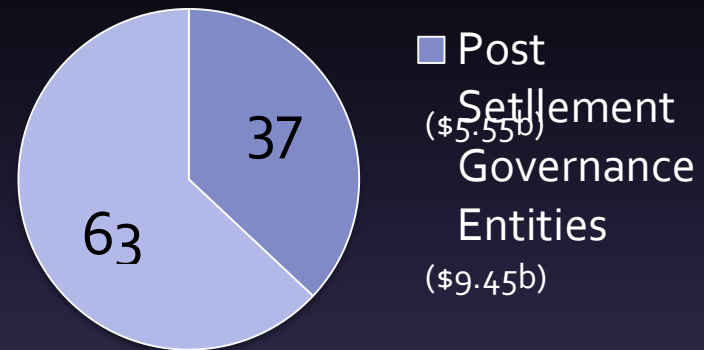


# Make up of the Maori economy \$50b

## Māori Economy



## Make up of \$15b Māori collective assets



TDB Iwi Investment Report 2019  
values PSGE's @ \$9b

# Call to action

- How might you consider the mauri factor in your wellbeing programmes?
- What are the barriers?

# Kōrero tūpato

- engaging with mauri, requires a culturally appropriate response
- how might you equip yourself and your organisation to do that to get the best wellbeing results for your Māori (and other) employees?



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