

# titiro aromai whakarongo

## Ka nohonoho nei maatou - we live here

### EVENTS IN NOVEMBER

#### TE PAPANUI A MAUI HOST TE ATAARANGI

The first hui for Te Ataarangi outside of Aotearoa

#### ARCHBISHOP JENSEN VISITS TE WAIRUA TAPU

The first visit of the Archbishop Peter Jensen

#### WAITANGI DAY PREPARATIONS UNDER WAY

The event dates for Waitangi Day 2010 look likely to be Saturday at Merrylands and Sunday on the Northern Beaches

### KIWI SHOW GREAT PROMISE IN AUSTRALIA

Since Stan Walker became 2009 Australian Idol, a spotlight has been put on Kiwi high performers. With Robbie Deans leading the Wallabies from the coaching position and Graham Lowe being appointed as CEO of the embattled Sea Eagles for a two-year deal, it's not difficult to see a strong Trans-Tasman partnership is emerging.

There is a distinct management style that is quiet and quite resilient in the fortitude that is shown when leading particular organisations. As a coach, Graham Lowe has a fine reputation that stretches across the globe. Being the only coach to claim titles at club, provincial, state in three countries country at the highest level, it can be said that he has achieved all that there is to achieve at an elite level.

Graham's health was a strong motive for his departure from Manly where his success left an indelible mark in the minds of powerbrokers such as Ken Athurson as well as the warring Delmege and Penn factions at Manly.

Robbie Deans although some Kiwis may offer a big smirk when thinking of the recent result of the European Tour has been doing some experimenting that will in the long run prove to be a great benefit to Australian Rugby Union.

Stan Walker, while still not looking old enough to shave, has taken all of the pressure in his stride. When asked in the last semi final "When did you think that you had a chance to be the winner? Stan replied "just now?" This shows great humility after all the numerous accolades and praise he received throughout the show. For Stan this is a dream come true that has been seven years in the making. We can go all the way back to the very first Australian Idol where Stan watched Guy Sebastian win the competition.

There is an easy equation common to all these individuals and that is their work ethic and determination. Talent abounds in all these three Kiwi stars, but it is this grit that sorts the dreamers to the believers.

### ARCHBISHOP JENSEN VISITS TE WAIRUA TAPU

Sunday's visit from the sometimes-controversial Archbishop and his wife Christine was far from anything that I would have expected. Even before the service started, the relaxed tone was set by Malcolm passing on the Archbishop's request to be addressed informally as Peter. The karanga came from our Aunty Hine and followed by the Richard Haeata led Choir singing the well-known East Coast "Haere Mai" made famous by the film "Ngati". The Archbishop opened by inviting his wife up for an impromptu interview that was a great reflection on the man, his life and his passion, which was beautifully obvious. He spoke about his journey to know Jesus and to the congregation as brothers and sisters in that same journey.

As is the tradition, our "Cup of tea" was the usual intimate affair made only more special by Peter and Christine obviously enjoying the whanaungatanga and laughter, and of course the kai set out in front of all. Next October marks a 25 year milestone for Te Wairua Tapu, so Administrator, Frank Thompson invited the Archbishop to return and be a part of those celebrations.

view footage on [www.kiwitv.com.au](http://www.kiwitv.com.au)

### SPEAKING IN TONGES

RACHEL BUCHANAN

June 20, 2008 Extract from The Age

One in seven Maori (at least 110,000 people) now live in Australia and the number is rising. In 1966, it was one in 50; in 1986, one in 16. "It is apparent that Maori society has, to some extent, an Australian future," wrote historian Paul Hamer in a report published late last year by Te Puni Kokiri (New Zealand's Ministry of Maori Development) and Griffith University.

Maori in Australia - known sometimes as "Maussies" - are part of New Zealand's massive diaspora. Half a million New Zealanders live outside their country. 40,000 New Zealanders moved to Australia as permanent or long-term migrants in 2006-07. For the first time, Kiwis overtook Brits as this country's largest migrant group.



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## ARCHBISHOP PETER JENSEN VISITS TE WAIRUA TAPU.

The Archbishop and his wife Christine visited Te Wairua Tapu for the first time and were more than comfortable speaking easily and openly to the congregation.

Peter (as he insisted to be addressed as) spoke about the commonalities of migrants in Australia but also of the brothers and sisters that unite together as followers of Christ.

In October 2010 Te Wairua Tapu celebrates 25 years of supporting the Maori community in Sydney and the greater New South Wales.

## MARKETING POWER

Brent Reihana December 1, 2009

This article should read: "ten quick and simple steps on how not to promote your brand or business" or "how to lose your business in 21 days". It seems a little harsh but it seems that a few businesses are hell bent on doing just that. Skimping on marketing activity results in reduced customer participation. Clearly, customer participation is key to success of any business and is therefore an issue that must be considered seriously and carefully.

The first case study is that of 1814, the band, who after a recent and seemingly quite successful tour taking in the Gold Coast and Sydney with Alazay Entertainment, decided to try their hand at promoting their own gigs here in Sydney.

1814 has an official website, a good presence on social networking sites Facebook and Myspace, and a great reputation in New Zealand as a recording and performing Reggae band.

In Australia they are little known as a performing band although they do have a loyal fan base of recently migrated New Zealanders.

Having taken the tour promotion in their own hands, the first time MBN became aware of their gig was a direct email message on Facebook that was not even promoting the tour, two days before the event. Surely using the contacts and channels that are already in place will benefit in terms of increased customer numbers.

The second case is Te Paapakanui a Maui, the organization that ran a four-day event for Te Ataarangi on Sydney's Northern Beaches in late October. This was the first hui of all of Te Ataarangi groups outside of Aotearoa. Rather than using the event to promote the school in Sydney (where 100% of the



students reside), the only reporting of the event was shown to audiences in New Zealand. The only promotional material made available to Australian residents came in the form of emailed information about fundraising, donations, sponsorship requests and registration information. Unless you already knew about the school, you weren't going to learn anything about it through this kind of promotion. It seems not a thought was spared on market development activities in the school's actual market, Australia.

The third case study is New South Wales Maori Rugby League, who in recent years has decided to promote their product in video format in New Zealand. The basic fact is that there are 4 million people in New Zealand and a little over 21 million in Australia. Looking at the reasoning behind promoting a NSW product in New Zealand just does not add up. Where to spend valuable marketing resources is a decision that must be made after careful consideration and taking into account the expected

outcomes, so that there is real value in return.

The issue is that we are in Australia, which is a very different environment from New Zealand geographically, socially, politically and in just about every other sense that you can think of. These case studies show a thinking that a reputation in New Zealand amounts to something in Australia, and substitutes for addressing Australian residents directly. The result is that the real market or target audience is neglected, which eventually serves only to kill the brand, the organization or the business. The mindset that Australian audiences will be an extension of New Zealand needs to be rectified and quickly.

Maori Business Network was formed with the purpose of overcoming these shortfalls. By promoting Maori businesses and organizations so they may work together for common outcomes.

As a committee member and as a director of KiwiTV I have been involved with all of these organizations in some form or another. It is my view as a businessman, academic, Maori, and New Zealander, that by improving communications and promotion of our activities in Australia, there will be a direct benefit to Maori worldwide now and in the future.

We have our own kura o te reo me ona tikanga, kapa haka roopu, haahi, and sports events however we continue to look back to New Zealand for recognition and approval, as though it is still home. There is nothing wrong with that as such, but when it happens to the detriment of what Maori are trying to develop in Australia, everyone loses out. Not only



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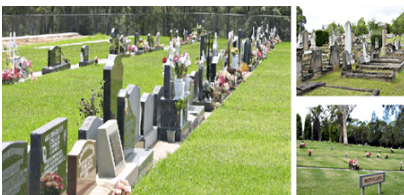
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**Home deliveries Sydney metropolitan area**

Maori in Australia but also those in New Zealand that we keep reaching out to. Remembering that home in the sense of where we come from, is really Hawaiki nui not Aotearoa, as former minister Parekura so eloquently once observed, we should be putting the best of our efforts to building our new home here in Australia. That way, we will be able to share from the abundance that we have built, with our whanau who chose to stay in New Zealand to keep those home fires burning. If we keep neglecting the much larger market in Australia, then those in New Zealand also miss out on the potential benefits. This should be obvious, but it is so clear from the three examples previously discussed that this is not the case. Why not take the opportunity over the festive season to have a good think about our real focus in our organizations, businesses and lives for the new year. Spend our efforts and funds where it counts and where we get real value.

Having said all that, the Maori business Network calendar for 2010 will be ready in mid January. For submissions you can email your event calendar to [admin@maoribusinessnetwork.com.au](mailto:admin@maoribusinessnetwork.com.au).

The author has an MBA Marketing Major. He is in his third year lecturing Marketing at Postgraduate level at the International College of Management. The school is attached to Macquarie University and Caesar Ritz School of Switzerland.



### **MAORI REST IN PEACE IN NEW SOUTH WALES**

In an about turn one Maori family flew their beloved from Aotearoa to Australia to his final resting place. The family of the late Leonard Murupaenga,

who tragically passed away in January while fishing, wanted him to be close. They elected to have him interned at Woronora Cemetery in the Sutherland Shire. Not only did they want to be close to Leonard, but they also wanted to have whakapapa and photos on his plaque. As this is a new practice it was not available until the family made submissions to the board that oversee the cemetery. Trish from O'Hare Funerals was able to assist them towards their goal. MBN understands that as a result of the family's submission the cemetery is considering setting up a designated area for Maori. Currently Rookwood Cemetery have the only designated Maori section in Sydney, but as more and more Maori come to reside here, this is likely to change.

### **KIWI WAKA FESTIVAL**

Time n Tide Hotel, 30 Campbell Avenue,  
DEE WHY, on Sunday the 7<sup>th</sup> of  
February 2010.

### **MAORI PERFORMING ARTS**

Maori Performing Arts is holding a public meeting at Merrylands Scout Hall  
Between: 11am – 2pm on : Sunday 6<sup>th</sup>  
December 2009



### **TE PAPA WAWATA KI TE MOANA**

Te Papa Wawata ki te Moana will hold their AGM at 6:30pm on the 14<sup>th</sup> of December at 12 Powells Road, Brookvale

### **KORERO MAI**

Let us know what is happening in your neck of the woods or, simply submit a written contribution. Photos are also welcome in support of our written submission.

### **UPCOMING EVENTS**

#### **Te Wairua Tapu service Wollongong**

This will be the last service in Wollongong prior to Christmas. Midnight Mass at Te Wairua Tapu

**Air New Zealand** opens direct service to Rotorua

**KiwiTV** open link to upload videos directly. Footage from the Cross Da Ditch Tour event is being uploaded daily.

Deadline for the monthly issue is at the 15<sup>th</sup> of each month. Any correspondence should be addressed to the editor. All accuracy is established at the time of print.

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