



# Te Tira Whakaemi o Te Wairoa Report on the Ratification of our Deed of Settlement to the Crown

2 September 2016





The Hon. Christopher Finlayson  
Minister for Treaty of Waitangi Negotiations  
Parliament Buildings  
WELLINGTON

2 September 2016

Tēnā koe e te Minita,  
Ngā mihi i roto i te wā. Kei ngā mate o tēnā marae, o tēnā marae puta noa i te motu - haere, haere, hoki atu rā. Koutou ki a koutou. Tātau ngā kōnohi kitea, ngā waha kōrero e whai nei i ō rātau tapuwae - tātau ki a tātau.

**RE: Te Tira Whakaemi o Te Wairoa Report on the Ratification of our Deed of Settlement to the Crown**

I am pleased to present this report to you on behalf of Te Tira Whakaemi o Te Wairoa (Te Tira Whakaemi) in regards to the ratification of our Deed of Settlement with the Crown. We are confident that we have received an overwhelming ratification vote from our beneficiaries to accept the Deed of Settlement and to move onto the next steps.

Therefore our strong recommendation is:

- *The Crown accept the successful Ratification of Te Tira Whakaemi o Te Wairoa Deed of Settlement and Post Settlement Governance Entity.*

Highlights of the Ratification Report include the significant registration of beneficiaries, strong beneficiary participation throughout the ratification period and high level of voting as a result.

In fact, we are confident that Te Tira Whakaemi o Te Wairoa has achieved a high voter participation rate for the ratification of our Deed of Settlement and PSGE - at 56.39%. This coupled with 96.88% of voters supporting the Deed of Settlement shows an undeniable success.

In turn, the successes of these can be attributed to the communications strategy we employed in utilising *all* modern communication mediums in achieving not only a national, but global reach well beyond our expectations. Much of which has given us valuable insights and hints to how we can keep our young, mobile, global beneficiary base informed and participating into the future in a post-settlement environment.

The success of our ratification strategy has also thrown up some challenges. In creating the high levels of participation, we have also rightly created high levels of expectation from our beneficiaries - especially in relation to our next steps and the impending establishment of our post settlement governance entity, Tātau Tātau o Te Wairoa Trust.

We find that as a result of this, we must respond positively in continuing to allow our beneficiaries their right to participate and make decisions by holding a full postal-ballot for the election of our initial Trustees for Tātau Tātau o Te Wairoa.

Unfortunately this will impact on the previously agreed date for the Deed of Settlement signing ceremony to take place. We will continue to liaise with your officials in agreeing on a suitable date for the Deed of Settlement signing to take place later this year - upon completion of the election of the initial Trustees. We expect to have the elections completed by early November 2016.



We would like to acknowledge the ongoing efforts of your officials and the Chief Crown Negotiator, John Harbord in working with and assisting us through this latest stage of our Treaty settlement journey.

Also, we would like to acknowledge the efforts of Te Puni Kōkiri in ensuring staff members were available to attend each of our 10 Ratification Information Sharing Hui across the motu in providing independent Crown observers. We are confident their report on our hui will compliment this report.

We look forward to seeing you at the Deed of Settlement signing later this year.

Kāore e kumea kia roatia te kōrero, heoi, noho ora mai i roto i ngā manaakitanga a Te Mea Ngaro.

Nāku iti nei, nā

Tāmāti JL Olsen  
Chairperson



## Overview

Ratification voting on our Deed of Settlement ran from 9am on Friday 15 July 2016 until 5pm on Friday 26 August 2016 - a six week voting period. Leading up to and during this ratification period, we undertook extensive advertising and communications across Aotearoa - New Zealand and Australia in order to reach out and engage with as many members as possible.

Starting with an out-of-date database with fewer than 100 people registered, we ended the campaign with 3,602 registered adult members (our total database including children is closer to 6,500 members). A high number of those members have email addresses and/or access social media frequently, which Te Tira Whakaemi used in keeping them informed regularly throughout voting.

This ratification campaign has been run across television, radio, and print media advertising, direct post, email, social media, and direct media engagement.

We also hosted 10 Ratification Information Sharing Hui (Hui) across the North and South Island, which were promoted through the multiple channels mentioned above and drew a combined turn out of more than 480 people.

At each of these Hui, 1 representative from each of our Kāhui or Clusters (7 in total), the chairperson, an administrator and communications technical support person represented Te Tira Whakaemi.

The Hui began (and concluded) with a short mihi from Te Tira Whakaemi and karakia.

This was immediately followed with a 20-minute informative presentation which covered the key points of the Deed of Settlement and PSGE - to ensure everyone was well informed before registering and voting.

Following this was a Q&A session which typically lasted for 40+ minutes. The vast majority of questions were well informed and comprehensively answered. A noticeable trend of quickly acknowledging the Deed of Settlement, but instead asking about the next steps (the PSGE) was evident.

For anyone who could not attend a Hui but wanted to watch the presentation, hear the Q&A session or ask questions live, a livestream was broadcast via our YouTube channel, website and Facebook page, which was well received by people in other regions or countries.

All relevant documents, including the initialled Deed of Settlement and the Ratification Information Booklet were made available on our website, the Office of Treaty Settlements website as well as hard copies at our offices in Wairoa and Te Puni Kōkiri regional offices nationwide for anyone who wanted more information.

Registrations and voting were made available online, by post, or by ballot box at the Hui in order to make it accessible to everyone. Strict protocols were followed in providing a ballot box at our Hui. A day-by-day summary of voting is included in this report.



# Voting Outcomes

The **official voting period** was from **9am on Friday 15 July 2016** to 5pm on **Friday 26 August 2016**. This equated to a **six week voting period** - two weeks more than the required standard. The **final vote** was **counted at 12noon on Wednesday 31 August 2016** - to allow for final special votes and eligible postal votes to be counted.

As of 5pm on Friday 26 August 2016 Te Tira Whakaemi had **3,602 Registered Adult Beneficiaries who were eligible to vote** on the three resolutions presented. **2, 031 Beneficiaries or 56.39% voted**. 66.62% voted on the internet and 33.38% voted by post or at hui.

For each of the three resolutions, the voter outcome was as follows:

## Resolution 1:

*I, as a member of the Iwi and Hapū of Te Rohe o Te Wairoa accept the Deed of Settlement for one comprehensive settlement of all historical Treaty of Waitangi claims between the Crown and Iwi and Hapū of Te Rohe o Te Wairoa.*

### Votes Received

Yes/Āe	<b>1,959</b>	No/Kao	<b>63</b>
INFORMAL	0	INFORMAL BLANK	9

The **majority** (being **96.88%**) of valid votes cast on Resolution 1 **voted Yes/Āe**.

## Resolution 2:

*I, as a member of the Iwi and Hapū of Te Rohe o Te Wairoa agree that the Tātau Tātau o Te Wairoa Trust be the post-settlement governance entity that will receive and manage redress on behalf of the Iwi and Hapū of Te Rohe o Te Wairoa.*

### Votes Received

Yes/Āe	<b>1,795</b>	No/Kao	<b>224</b>
INFORMAL	0	INFORMAL BLANK	12

The **majority** (being **88.91%**) of valid votes cast on Resolution 2 **voted Yes/Āe**.

## Resolution 3:

*I, as a member of the Iwi and Hapū of Te Rohe o Te Wairoa agree that the initial Trustees of the Tātau Tātau o Te Wairoa Trust sign the Deed of Settlement on behalf of the Iwi and Hapū of Te Rohe o Te Wairoa.*

### Votes Received

Yes/Āe	<b>1,892</b>	No/Kao	<b>126</b>
INFORMAL	0	INFORMAL BLANK	13

The **majority** (being **93.76%**) of valid votes cast on Resolution 3 **voted Yes/Āe**.

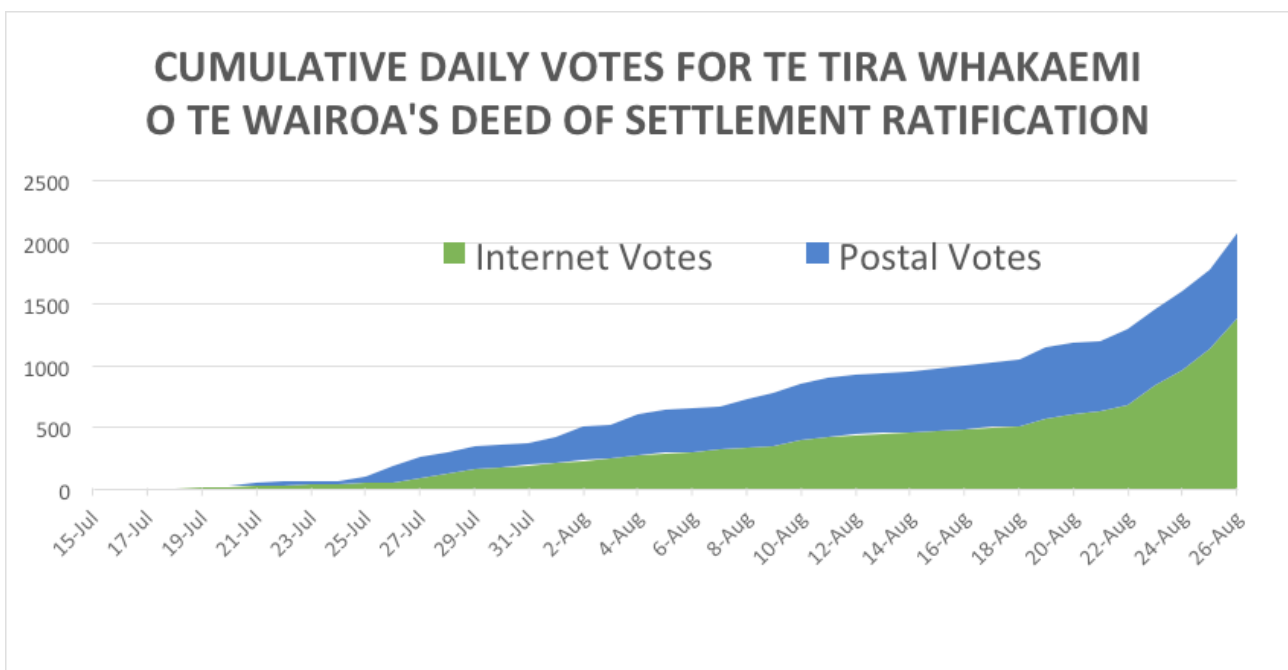


## Voting Trends

Below is a day-by-day tracking of Internet and Online votes for the Ratification period. The Postal Vote tally also includes Ballot Box votes made at any of the nine hui, or at our office in Wairoa.

The relatively even spread of votes between Internet and Postal confirms how important it was to provide both options in order to make voting accessible to as many people as possible - as well as highlighting the need to do the same for the successful establishment of Tātau Tātau o Te Wairoa Trust.

There was a major surge in voting from 21 August 2016 onwards as advertising increased, time pressure kicked in and word travelled amongst whānau.



## Ratification Information Hui

We hosted 10 Ratification Information Sharing Hui across the North and South Island, which drew a combined turn out of more than 480 people.

According to our Ratification Strategy, we were only scheduled to hold nine Hui. Instead we opted to hold a tenth Hui in Wairoa to complete the Ratification Information Sharing Hui and in making a last big effort to encourage registrations and voting across Wairoa.

A 20-minute informative presentation was shown at each hui, which covered the key points of the Deed of Settlement and PSGE to ensure everyone was well informed before registering and voting.



Each hui was promoted through advertising on TV, radio and in the relevant local newspapers. They also had a dedicated Facebook event page that was boosted to our target audience and was promoted through Facebook posts and boosted posts on our Te Tira Whakaemi home page.

For anyone who could not attend a hui but wanted to watch the presentation, hear the Q&A session or ask questions live, a livestream was broadcast via Te Tira Whakaemi YouTube channel, website and Facebook page.

Date	Hui	Number of people in attendance
Friday 22 July 2016	First Ratification Information Sharing Hui: Wairoa College Hall, <b>WAIROA</b>	89
Saturday 23 July 2016	Second Ratification Information Sharing Hui: Pukemokimoki marae, <b>NAPIER</b>	78
Sunday 24 July 2016	Third Ratification Information Sharing Hui: Wharewaka Events Centre, <b>WELLINGTON</b>	63
Friday 29 July 2016	Fourth Ratification Information Sharing Hui: Novatel Lakeside, <b>ROTORUA</b>	40
Saturday 30 July 2016	Fifth Ratification Information Sharing Hui: Hotel IBIS, <b>HAMILTON</b>	64
Sunday 31 July 2016	Sixth Ratification Information Sharing Hui: Te Mānukanuka a Hoturoa marae, <b>AUCKLAND</b>	41
Friday 5 August 2016	Seventh Ratification Information Sharing Hui: Pavilion Motel & Conference Centre, <b>PALMERSTON NORTH</b>	24
Saturday 6 August 2016	Eighth Ratification Information Sharing Hui: Ascot Park, <b>INVERCARGILL</b>	33
Sunday 7 August 2016	Ninth Ratification Information Sharing Hui: Flying South Theatre & Event Centre, <b>CHRISTCHURCH</b>	28
Saturday 13 August 2016	Tenth Ratification Information Hui - Wairoa War Memorial Hall, <b>WAIROA</b>	29





# Communications

Below is a summary of all advertising and communications undertaken leading up to and during the ratification period. It shows the extensive effort made to reach out and engage with members and encourage them to be involved in the process.

## Ratification Information Booklet

- Printed 3000 booklets
- Approved by OTS on 15 July 2016
- Mailed directly to all registered members (Two rounds - 15 July and 26 July)
  - 2000 around New Zealand
  - 500 international
- PDF uploaded to website and promoted on Facebook

## Ratification Information Sharing Hui Presentation (at each of the 10 Hui)

- 20-minute presentation with recorded audio, reiterating the key points of the Deed of Settlement and PSGE
- Video promoted on Facebook
- Presentation uploaded to YouTube and viewed 380 times during the Ratification period
- Reviewed by OTS 21 July 2016

## Website

Te Tira Whakaemi developed its' website in November 2015. The website was updated extensively prior to the ratification period. Information on the website is easily accessible and written in plain English. The website hosts:

- All background information about Te Tira Whakaemi
  - Eg. Who we are, where we have come from, where we are going
- The initialled Deed of Settlement PDF
- Trust Deed PDF
- Ratification Information Booklet PDF
- Ratification Information Sharing Hui Presentation (downloadable)
- Links to all nine (recorded) livestreams of Hui
- Hosted a live countdown ticker that tracked the hours to the close of voting
- Hosted a link to an online Registration form
- Hosted a link to online Voting form – a large button was included prominently on the Home Page

## Livestreaming Ratification Information Sharing Hui

Te Tira Whakaemi livestreamed nine of the ten Hui. The livestream showed all of the Hui including the presentation, Q&A session and 'kapu tī'. Analytics show that whānau watched in New Zealand, Australia, USA, the United Arab Emirates and several countries across Europe.

Those watching the live-stream asked a total of 31 questions via social media during the Hui, which were answered as part of the general Q&A sessions.





Date	Hui	Number of people watching live online	Number of people following online
Friday 22 July 2016	First Ratification Information Sharing Hui: Wairoa College Hall, <b>WAIROA</b>	30 viewers watched live	191 views following the hui
Saturday 23 July 2016	Second Ratification Information Sharing Hui: Pukemokimoki marae, <b>NAPIER</b>	15 viewers watched live including <ul style="list-style-type: none"> <li>• 3 from Australia</li> <li>• 1 from USA</li> </ul>	223 views following the hui
Sunday 24 July 2016	Third Ratification Information Sharing Hui: Wharewaka Events Centre, <b>WELLINGTON</b>	8 viewers watched live including <ul style="list-style-type: none"> <li>• 2 from Australia</li> <li>• 3 from England</li> </ul>	195 views following the hui
Friday 29 July 2016	Fourth Ratification Information Sharing Hui: Novatel Lakeside, <b>ROTORUA</b>	15 viewers watched live	131 views following the hui
Saturday 30 July 2016	Fifth Ratification Information Sharing Hui: Hotel IBIS, <b>HAMILTON</b>	26 viewers watched live including <ul style="list-style-type: none"> <li>• 1 from Denmark</li> <li>• 16 from Australia</li> </ul>	110 views following the hui
Sunday 31 July 2016	Sixth Ratification Information Sharing Hui: Te Mānukanuka a Hoturoa marae, <b>AUCKLAND</b>	15 viewers watched live including <ul style="list-style-type: none"> <li>• 5 from Australia</li> <li>• 1 from Italy</li> </ul>	143 views following the hui
Friday 5 August 2016	Seventh Ratification Information Sharing Hui: Pavilion Motel, <b>PALMERSTON NORTH</b>	10 viewers watched live	63 views following the hui
Saturday 6 August 2016	Eighth Ratification Information Sharing Hui: Ascot Park, <b>INVERCARGILL</b>	7 viewers watched live	93 views following the hui
Sunday 7 August 2016	Ninth Ratification Information Sharing Hui: Flying South Theatre & Event Centre, <b>CHRISTCHURCH</b>	11 viewers watched live including <ul style="list-style-type: none"> <li>• 6 from Australia</li> <li>• 1 from United Arab Emirates</li> </ul>	60 views following the hui
Saturday 13 August 2016	Tenth Ratification Information Hui - Wairoa war Memorial Hall, <b>WAIROA</b>	No livestreaming occurred at this Hui	

### EDM (Electronic Direct Mail)

- Two EDMS sent to registered members who agreed to promote the ratification with their whānau (589 recipients on Friday 15 July and 477 recipients on Friday 29 July 2016) with the purpose being to:
  - Raise awareness among those validated as registered members
  - Encourage attendance at Ratification Information Sharing Hui
  - Increase advocacy



## Facebook Page

- Posts made to Facebook at least every three days during the ratification period
- Six boosted posts to promote key Ratification milestones
  - \$175 spent
  - 36,335 people reached
  - 385 'likes' and 'loves' – 100 per cent supportive reactions
  - 49 comments – directly engaging, asking questions, tagging whānau and friends
  - 177 shares – becoming 'foot soldiers' (i.e. actively seeking registrations), people wanting to get involved and spreading the word
- Used to host 10 Hui event pages – these posts were boosted to reach more people
- Used to share event updates relating to the 10 Ratification Information Sharing Hui and links to the livestreams
- Share link to Ratification Information Sharing Hui Presentation
- Television adverts were posted to Facebook page as they were loaded to Māori TV – reflecting different phases of Voting
- A place to receive feedback. Examples include:
  - *"All my questions were asked and answered at the Wellington hui. Good turn out. Ty all."* - Elizabeth Spooner
  - *"Was massive to be there [at the Hui]."* - Alma Hume
  - *"Kia ora, I look forward to attending this hui - appreciative that there is a hui for us living in Hamilton. See everyone on Saturday. Sophronia"* - Sophronia Smith
  - *"Couldn't make it into town for the hui so great to be able to watch the livestream. Nga mihi to all the team involved."* - Tipene Ward
  - *"Thank you as I live in Australia"* - Manuel Deidre Everitt
- A place to build a community
  - 1053 page likes since page created 25/11/15 (as at August 29)

## TV Advertisements

- Te Tira Whakaemi produced three adverts at 45 seconds each – covering time immediately prior to voting opening, announcing voting open with the last advert beginning a week before end of voting
- Aired on Māori TV 1,152 times (576 in July 2016, 576 in August 2016)
- TV adverts were also posted to social media channels

## Radio Advertisements

- Te Tira Whakaemi produced three adverts. Two at 30 seconds long, one at 45 seconds long (focus of adverts as above, reflecting different phases)
- Aired through Māori Media Network 1,632 times (480 in June 2016, 576 in July 2016 and 576 in August 2016), across 22 iwi radio stations

## Media Engagement

- Direct media engagement with nine media outlets announcing the start of voting
- Liaison and engagement with regional newspapers ahead of Ratification Hui - Wairoa Star, HB Today, Dom-Post, Rotorua Daily Post, Waikato Times, Manukau Courier, Manawatu Standard, The Southland Times, The Press



### **Newspaper Advertisements** (as arranged by Electionz)

- Public Notice of Ratification Information Sharing Hui
- Once each in NZ Herald, HB Today, Gisborne Herald, Wairoa Star, Dom Post
- ¼ page Wairoa Star advert prior to the first Wairoa Ratification Information Sharing Hui and two full page adverts prior to the tenth and final Ratification Information Sharing Hui again in Wairoa.



**Declaration of Result  
2016 Deed of Settlement and PSGE Ratification**

I declare the following results for the Deed of Settlement and Post Settlement Governance Entity ratification held by internet, hui and postal voting between Friday 15<sup>th</sup> July and Friday 26<sup>th</sup> August 2016.

**Resolution 1:**

*I, as a member of the Iwi and Hapū of Te Rohe o Te Wairoa accept the Deed of Settlement for one comprehensive settlement of all historical Treaty of Waitangi claims between the Crown and Iwi and Hapū of Te Rohe o Te Wairoa.*

**Votes Received**

Yes/Āe 1,959 No/Kao 63

INFORMAL 0 INFORMAL BLANK 9

The majority (being 96.88%) of valid votes cast on Resolution 1 voted Yes/Āe.

**I therefore declare that Resolution 1 is ACCEPTED. Resolution 2:**

*I, as a member of the Iwi and Hapū of Te Rohe o Te Wairoa agree that the Tātau Tātau o Te Wairoa Trust be the post-settlement governance entity that will receive and manage redress on behalf of the Iwi and Hapū of Te Rohe o Te Wairoa.*

**Votes Received**

Yes/Āe 1,795 No/Kao 224

INFORMAL 0 INFORMAL BLANK 12

The majority (being 88.91%) of valid votes cast on Resolution 2 voted Yes/Āe.

**I therefore declare that Resolution 2 is ACCEPTED. Resolution 3:**

*I, as a member of the Iwi and Hapū of Te Rohe o Te Wairoa agree that the initial Trustees of the Tātau Tātau o Te Wairoa Trust sign the Deed of Settlement on behalf of the Iwi and Hapū of Te Rohe o Te Wairoa.*

**Votes Received**

Yes/Āe 1,892 No/Kao 126

INFORMAL 0 INFORMAL BLANK 13

The majority (being 93.76%) of valid votes cast on Resolution 3 voted Yes/Āe.

**I therefore declare that Resolution 3 is ACCEPTED.**

The voter return was 56.39%, being 2,031 votes cast from 3,602 eligible voters, of which 66.62% voted on the internet and 33.38% voted by post or at hui.

Dated at Christchurch this 31<sup>st</sup> day of August 2016



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