

TE MATATINI - HERENGA WAKA HERENGA TANGATA

OUR ROLE AS IWI MANAAKI HOST IWI
2023 REPORT & LEARNINGS



NGĀTI WHĀTUA ŌRĀKEI

Te Matatini was a chance to welcome many from across the motu to our whenua, for us to awhi and manaaki our manuhiri. The pōwhiri for the event was held at a significant site to us, Okahu Bay, where our grandparents were born and grew up beside the beach and Waitematā.

— NGĀTI WHĀTUA ŌRĀKEI



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TE MATATINI: MISSION ACCOMPLISHED

A successful event, showcasing the best Kapa Haka talent in Aotearoa!

For Ngāti Whātua Ōrākei, we had additional strategic objectives for Te Matatini:

- ▶ Provide kaitiaki support as the iwi partner and host iwi.
- ▶ In collaboration with Tāmaki Haka and ringa rehe ensure a presence and manaaki to this major event held across central Tāmaki.
- ▶ Celebrate Kapa Haka, Te Ao Māori and Aotearoa's unique culture to manuhiri in Tāmaki and around the world.

This report provides a high level overview of key activities and learnings as Iwi Manaaki for Te Matatini 2023.



TE MAURI O TE MATATINI

As kaitiaki, it was our sacred responsibility to safeguard the Mauri of Te Matatini.

From the moment we held it at Whanganui-a-tara, we brought it back to our Marae, Tumutumuhenua at Ōrākei Marae. Our Kaumatua travelled with it to every destination, as it visited all the marae within Tāmaki.

We held this role with great importance, ensuring that the Mauri of Te Matatini was always protected and cared for. We recognised the importance of this task and took it upon ourselves to fulfil our duty as kaitiaki with the utmost care and respect.

KARAKIA



Karakia, as we all know is a powerful tool and one we saw as an important role as iwi manaaki.

As we faced trials and tribulations, from COVID-19's uncertainty to unforeseen extreme weather events causing flooding, we held steadfast to our responsibility of providing support and guidance to all.

From the handover of the Mauri at Te-Whānganui-ā-Tāra to the unveiling of Nga Ana Wai's new field, and from the Te Matatini Draw to the arrival of the

stage in Tāmaki, we approached every activity with great care. Our goal was to uplift spirits, bring clarity, and offer strength to all who embarked on this significant journey as kaimahi, performers, or spectators. We aimed to ensure that every individual felt the warmth of our manaaki, regardless of the size of their role in the festival.

NGA ANA WAI

Selecting Nga Ana Wai | Eden Park as the venue for Te Matatini was a crucial decision, made in collaboration with Tāmaki Haka and Auckland Council. After evaluating various locations across Tāmaki, the National Stadium of New Zealand, renowned as the home of the All Blacks, emerged as the ideal choice.

The selection was driven by both practical and emotional considerations, aiming to offer an unparalleled Te Matatini experience. This included smooth transportation, a warm welcome for the rōpū, and an immersive atmosphere at the venue, embodying the spirit of Te Matatini and the aroha of the attendees. The commitment of the Nga Ana Wai | Eden Park team and our partners to create a memorable event was evident.

The decision was confirmed after touring several venues in Tāmaki, with a highlight being a surprise visit by notable All Blacks at Nga Ana Wai. The grandeur of the venue solidified its selection as the perfect setting for this significant event.



WHĀTUA HAKA

As iwi manaaki, we recognised the importance of bringing our Mai Maunganui ki Tāmaki along on this journey with us. Our goal was to create the best Te Matatini Pōwhiri ever and ensure that all our whānau, both near and far, could participate.

To achieve this, we organised weekly practices and recorded all the waiata, making them available for whānau to learn at their own pace online. We also launched an Ahurei competition across our 5 Ngāti Whātua Marae and even created our own Kapa Haka App.

We knew that these tools would support our whānau to participate in the pōwhiri for Te Matatini and be useful beyond the festival. We aimed to provide our whānau with the resources and support they needed to participate fully and feel connected to the kaupapa.





TE MATATINI PŌWHIRI

To welcome whānau and manuhiri from all over Aotearoa, Ngāti Whātua Ōrākei hosted the pōwhiri on February 21st at their papa kāinga, Ōkahu Bay in Ōrākei. This event officially acknowledged the beginning of Te Matatini, with an estimated 6000 people in attendance. Pride and passion was on full display.



TE MATATINI STAGE

The Te Matatini stage provided an opportunity for whānau to take on a range of different leadership and participation roles.

This included:

- ▶ Hosting at the Kaumatua and Kuia lounge
- ▶ Opening and closing karakia for the kaupapa each day
- ▶ Performers and MCs
- ▶ Hosting key partners
- ▶ Providing assistance at any occasion



KEY PARTNERSHIPS

Ngāti Whātua Ōrākei worked closely with Corporate, Government and City partners to maximise opportunities to showcase Māori culture across the city and recognise the role of Ngāti Whātua Ōrākei as host Iwi.

Te Matatini: Air New Zealand goes full te reo for flight to 'Kapa Haka Olympics' in Auckland



By [Thomas Bywater](#)

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20 Feb, 2023 05:03 PM 3 mins to read



Waiata lifting spirits aboard NZ1236. Photo / Supplied

Araraurangi / Air New Zealand has conducted its first flight conducted entirely in te reo Māori, carrying competitors ahead of Te Matatini.



HOSTING & HOSPITALITY

The Kaumātua VIP Lounge

One of our priorities over the four days of Te Matatini was to host kaumātua from throughout the nation.

Kaumātua were given the best seats at Te Ana Wai / Eden Park to watch every performance and pampered with mirimiri and seafood banquets each day. There were 250 elders in the kaumātua VIP Lounge each day.

Thirty staff wearing their Whiria Te Kaha black and orange shirts were on hand to help, from picking them up from their bus and vans via golf cart shuttles to making continuous flows of cups of tea and serving kai throughout the day.

“They are very spoilt, our kaumātua and they are loving it. They are loving the attention and deserve every bit of it.”

— JACKIE KATARAINA TAYLOR,
NGĀTI WHĀTUA KI ŌRĀKEI TEAM LEADER



PRESS COVERAGE

A proactive media engagement plan supported by partners ensures positive and consistent coverage across both Māori and non-Māori media channels. Extensive media coverage was generated reflecting strong public interest in this signature cultural event.


Here are some of the stories generated.

Home / Kahu

Te Matatini hailed as a huge success

NZ Herald
27 Feb, 2023 07:05 AM © 2 mins to read

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Te Matatini 2023 winners: Te Whānau a Apanui. Photo / Supplied

Organisers of Te Matatini Herenga Waka Herenga Tangata 2023 are claiming the event as “a huge success”.

Stuff pou tiaki

Te Matatini allows mokopuna to connect, celebrate who they are

Eda Tang · 15:03, Feb 24 2023




To Matatini is a celebration of te ao Māori.

Haka has been used as a tool to connect people back to their culture and today more tamariki and rangatahi are already deeply immersed and proud of it – and it is on full display at Te Matatini.

Home / Bay of Plenty Times

Tommy Wilson: Te Matatini serves as a benchmark and a beacon

Bay of Plenty Times



Tommy Wilson's two daughters performing at Te Matatini. Photo / Supplied

OPINION

I have never met Robyn and Kevin Barrett, nor have I met their three boys, Beauden, Scott and Jordie, but I feel I know them a bit better now, now that I understand what it is

TE AO

Kaumātua get best seats in the house at Te Matatini

Saturday, 25 February 2023 · By Harawini Waihata



Ngāi Whātua ki Ōrākei's top priority over the four days of Te Matatini was to host kaumātua throughout the nation.

The older folk have been given the best seats at Te Ana Wai/ Eden Park to watch every performance and pampered with minirini and seafood banquets each day.

Stuff travel

Many Auckland hotels fully booked out as Te Matatini kicks off

Torika Tokalau · 14:47, Feb 21 2023




Hotels in Auckland are fully booked or have limited rooms

Matar Smith recounts his experience at the Māori performing arts festival Te Matatini as performer, reporter and presenter.

6 news

Govt looking at whether to boost Te Matatini funding - Hipkins

By Chris Hipkins (Prime Minister) · Feb 21 2023



Prime Minister Chris Hipkins says the Government is considering whether to provide more funding for Te Matatini so that the event is more in line with groups like the Symphony Orchestra and the Royal New Zealand Ballet.

Bernie O'Donnell: It might seem brutal and raw but that's how we as Māori debate

By Bernie O'Donnell · 22 Feb, 2023 09:09 AM © 4 mins to read




The Te Matatini powhiri at Okahu Bay was memorable for many reasons. Photo / Michael Craig

OPINION

THE SPINOFF

The buzz of Te Matatini reverberates far beyond the kapa haka stage

By AYA February 24, 2023



Charlotte Muro Learning



RISKS & ISSUES

Preparation Challenges

With the event being postponed twice due to Covid-19, flooding and financial commitments, Ngāti Whātua Ōrākei had to continuously adapt their preparations. This included managing the additional workload and ensuring readiness despite the disruptions.

Logistical Coordination

Hosting a large-scale event like Te Matatini required extensive coordination, especially in managing one of the largest pōwhiri in Tāmaki.

Infrastructure Requirements

The setup of supporting infrastructure was a significant challenge, involving careful planning and resourcing with key partners.

LESSONS LEARNED

Community Engagement & Support

The involvement of Ngāti Whātua Ōrākei was not just about hosting but also about actively engaging with and supporting the event through sponsorship and cultural representation.

Adaptability in Crisis

The impact of Cyclone Gabrielle on participating groups, like causing power cuts and road closures, highlighted the resilience and dedication of performers and organisers alike.

Cultural Representation & Education

The festival was not only a platform for showcasing Kapa Haka but also for educating attendees about Māori culture, as seen in the varied involvement of groups from different hapū and iwi affiliations.

Volunteer Management

The effective management of volunteers, crucial for backstage operations and hosting activities, was key to the smooth running of the event.



NGĀ MIHI

We would like to acknowledge the mahi and support from colleagues and whānau from across Tāmaki and the motu on this collective kaupapa.

NGĀTI WHĀTUA ŌRĀKEI TRUST
BOARD CHAIR – MARAMA ROYAL
CEO – LISA DAVIS



NGĀTI WHĀTUA ŌRĀKEI