



Horizon Research

Iwi Communications

Maniapoto Research and Communications Platform

Survey #2

July 2019



EXECUTIVE SUMMARY

This report summarises the results of the second survey of Maniapoto Tribal Register members who have chosen to join the Maniapoto Research and Communications Platform (MRCP). So far, a nett 499 validated members have joined and the survey was completed by 284 of these members, 79 of whom had also completed the first survey.

The survey was conducted between 24 June and 29 July, 2019

The results of the survey are unweighted.

Survey theme:

“Communication with our people is critical to moving forward together. We'd like to hear what you think about communication between the Maniapoto Māori Trust Board and our Maniapoto whānau, hapū and marae.”

Current and preferred communication method

Respondents said they thought ePānui was the best way for the Maniapoto Māori Trust Board (MMTB) to communicate with the iwi, followed by Facebook, which had greater support by female respondents and those under 35 years.

The comparison between the way in information is currently received from MMTB shows good alignment to the preferred methods.

Annual report

28% of respondents overall had seen the latest MMTB Annual Report. The percentage seeing it declined progressively to 20% with increasing age up to 64 years, then increased again.

Facebook and Instagram

81% overall had a Facebook account, being more common among female respondents (84% v 75% for males).

Facebook was preferred by 35% as a communication method. 29% had viewed the MMTB Facebook page, while 30% overall did not know that the MMTB had a Facebook account.

40% overall had an Instagram account. Instagram was preferred by 4% as a communication method with 5% in total aware that MMTB had an Instagram account.

Website registration page



81% were aware that the MMTB had an online registration page on their website and 29% had used the page.

Of those who had used the page, 95% had not had any problems completing the online form.

eTū Maniapoto mobile app

75% of respondents were **not aware** of the eTū mobile app.

Of the 25% who were, 9% had downloaded and used it, while 4% had downloaded it **but not used it**.

85% of those who had used the app said they had no difficulty with it, but 15% had, mainly around uncertainty of how to use it or lack of updated content.

Maniapoto Māori Trust Board website and Facebook

Only 4% of respondents had had problems navigating the MMTB website, although 29% said they were not sure whether they had trouble or not.

22% of respondents said they had viewed the “Opportunities” page on the MMTB website and a further 14% were aware it existed.

A further 55% would like to view it, but were not aware that it existed, pointing to an **opportunity that exists to grow use through awareness**: The target group for this awareness growth is 25 to 64 years, as this group is the most receptive to viewing the page.

By comparison, the Facebook group “Connecting Maniapoto with Opportunities” was less known: total awareness was half that of the website page. There was a strong female bias with female use 3 times that of males.

12% of respondents said they had viewed the “Opportunities” page on the MMTB website and 57% were not aware of it but would like to view it. **Again, this is an opportunity to grow use through awareness.**

Other communication methods

Nearly all respondents preferred to receive ePānui on all MMTB-related activities, rather than for specific subjects.

Overall, 58% of respondents said they would attend a hui if MMTB were to hold one in their area. However, this is likely to be balanced by topic, the amount of notice, work requirements, day/date/time, so that the attendance figure becomes overstated.

Note that those living in the rohe were less likely to attend a hui than those living outside the rohe. Generally, the further away from the rohe respondents lived, the greater the likelihood



they would say they would attend a hui. However, Auckland and Wellington respondents have lower than average attendance intentions and Auckland respondents are closer to the pattern of those living in the rohe.

To encourage attendance at hui a iwi, the MMTB will need to address:

- Advance notice;
- Timing (including day of week) and location;
- Provision for online coverage of proceedings; and
- Topics for the hui.

MMTB/MFT annual grants

Shown a list of potential additional grant areas, more than half the respondents supported each of the options:

- Health and Education Services grants was the most popular, with 71% support.
- Youth and Kaumatua grants: 59% support.
- Employment and workshop grants: 54%
- Whānau Services grants: 51%

74 respondents listed “Something else” as options, particularly around business, housing and ancillary support for education.

Respondents were asked what other areas of Marae they would like MFT to consider through its annual grants and distributions.

Again, a list of possible topics was provided:

- 79% wanted to see support for Maniapoto tikanga, whakapapa, waiata, and te reo wananga;
- 61% were seeking support for restoration and preservation of taonga;
- 60% were looking for support for marae capital works;
- 42% thought insurance grants would be worth considering; while
- 40% would like Trustee succession planning to be considered.

