

The Price Of Citizenship



Nga Tama Toa

The price of citizenship

An asset discovered in the crucible of war should be acknowledged in the coming peace - Sir Apirana Turupa Ngata

The price of citizenship

What price do I have to
pay to be **Ngati Porou**?

Where are you
from boy?

Who am I - **Ngati Porou**, Ngati Konohi



Who am I - **Hinaki, Te Purei**



Who are you
boy?

Who am I

- **Born in Wellington**

- Cannons Creek, Porirua
- School of get back up 101

- **Grew up in Whangara**

- left as a teenager
- Bookclub 101

- **High school drop out**

- Education system didn't work for me
- Accountancy 101

- **Traveled around the world**

- Asia, UK, Europe, Middle East, Africa, America, Australia –
- Self reliance 101

Who am I

- First business @ 21 years of age
 - Swimming Pool complex
 - Made lots of mistakes – Business 101
 - Made \$
- Next two businesses
 - Bar & Nightclub – London
 - Promoter – New Zealand
 - Made lots more mistakes – Passion 101
 - Made no \$, but had a bloody goodtime!

**What do you do
bro?**

I'm an Entrepreneur

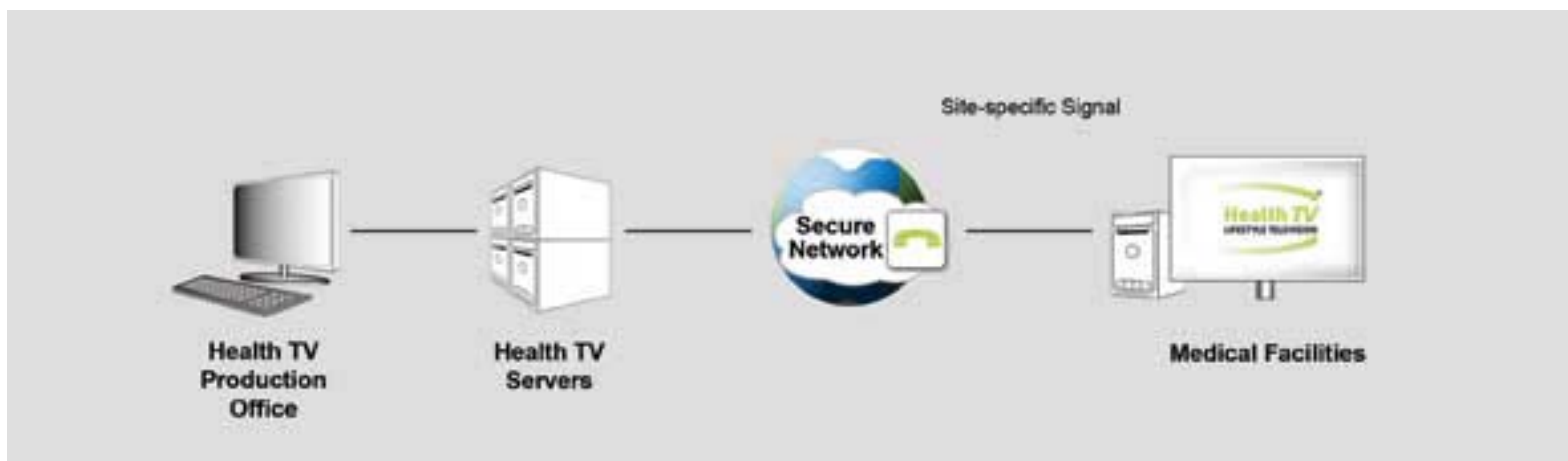
- **IMTV** (www.imtv.co.nz)
 - Investment company
- **Panphonics**
 - Distributes directional speaker technologies to
 - NZ, Australia, Singapore, Thailand, Malaysia, Indonesia
- **Creative Gene**
 - Ethnic Communications Consultants
- **Health TV**
 - Internet Television Channel

What is Health TV

It is a Health education tool dedicated to promoting social change

Health & Lifestyle content

Internet Technology



High Maori Diabetes Site

Maori diabetes health heroes.
FAQ about diabetes.

High Primary Caregiver Sites

Maori children health initiatives.
Educate to allow informed choices.

All Maori Sites

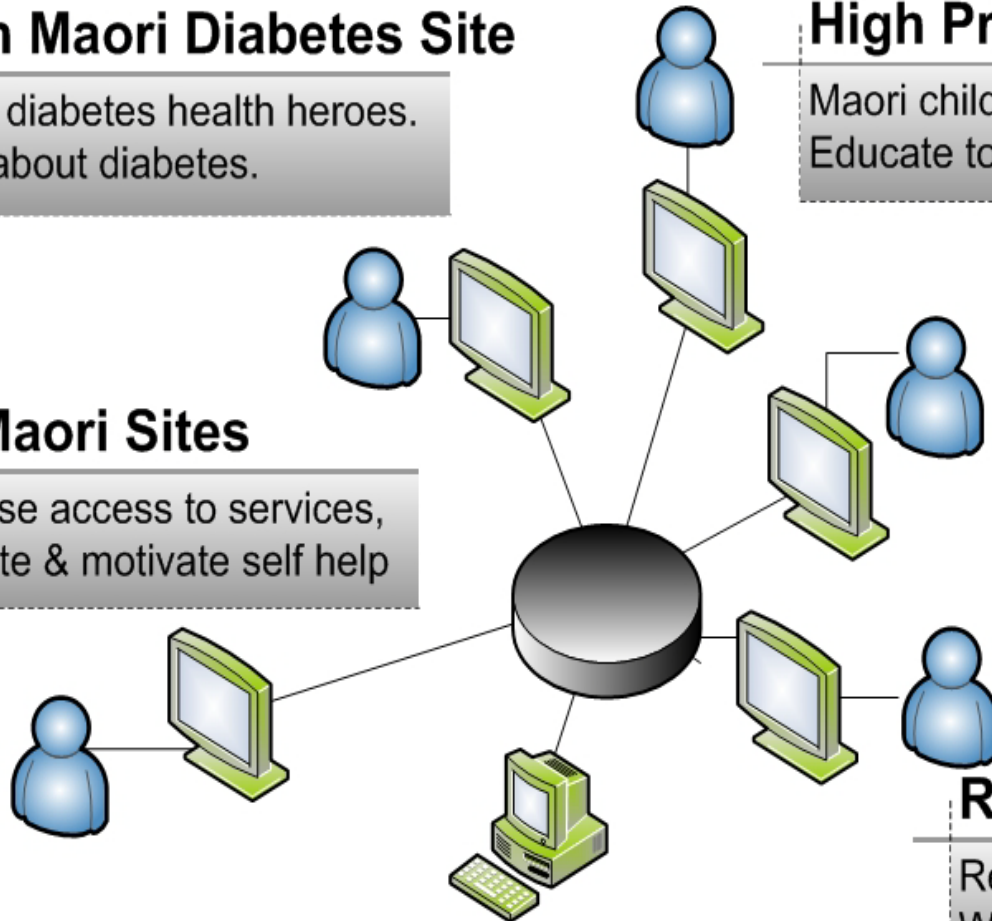
Increase access to services,
Educate & motivate self help

DHB Region

Maori DHB elections.
Primary Care services available.

Regional Maori Providers

Regional information.
Workforce recruitment.



Narrowcasting – Health TV

Simultaneously have customised programming playing in many different locations. Tailor messages based on health targets, time, socio-economic or demographic profile and region.

Customising content to a relevant moment results in a more engaged audience.

I'm an Entrepreneur

Created companies over five years

- Built with nothing but creativity, innovation, risk taking and founded in the crucible of hard work

If I can do it, any one can do it

- I come from where you come from
- Via the internet the same opportunities exist for you
- The only limitation that exists are those that we create for our selves
- You will need to learn more to succeed

**How to create a
global business
based in Ruatoria**

World famous in Ruatoria

- Learn more

- Internet, Reading, Mentoring, Events, Ask Questions, Emailing
- www.business.govt.nz = a lot of information to learn.
- Do it as a team = more fun learning

- All the education you need is on the internet

- Google.co.nz – e.g. “How do I start a online business”
- Scan the Google pages for key words – to speed up research
- Keep the information – cut & paste it into a email to store it & send it too your self
- If you need to know more go back to Google

World famous in Ruatoria

•Barter

- If you don't have the \$ for anything you need exchange your services or products for what you need. - e.g. Swap a piece of artwork for web design or Crayfish for a website
- The best part is trying to use as little \$ as possible. You achieve this by asking your self the right questions "How do I achieve this?"

•Write down a small achievable goal everyday

- Lots of accomplished small goals give you a sense of achievement and this helps you to keep going
- Just keep putting one foot in front of the other
- I prefer to build things with other people = more fun
- It's important to have fun, learn and share your lessons with each other, so you all move ahead together

World famous in Ruatoria

- Understand who would buy your products
 - Man or Lady
 - Foreigner or Ngati Porou living in city (would be a good market to target) Many would want to reconnect to their roots.
 - Google – “Marketing my products”

- Understand how to tell them about your products and website
 - Ngati Porou living in city =
 - Give business cards to city cuzzys to give to their friends
 - With your website address & story on it
 - Google – “attracting people to my website”

World famous in Ruatoria

- Global businesses from a website

- Buy a \$50 website template: Google – “Website templates”
- Internet connection + video camera – you can video yourself from the computer cam “telling your story”. Use it to put personality on your website.
- Use ‘Skype’ for free tollcalls & video conferencing : Google – “Skype”. To connect with people.

- Tell the stories behind the product

- Borrow a camera to make a video
- Put on website
- Stories = premium price. Customers pay more for the story behind the making of the product.

World famous in Ruatoria

- Tell everyone about your products & website
- Never stop learning
- It's about making the right decisions, so think your next step through prior to taking it
- Mistakes are OK, but don't repeat them
- No = they haven't got enough information
- 9 times knocked down, 10 times up

**What makes me
Ngati Porou?**

The price of citizenship

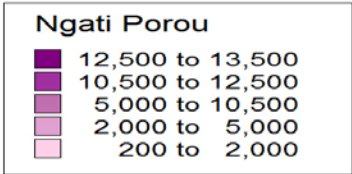
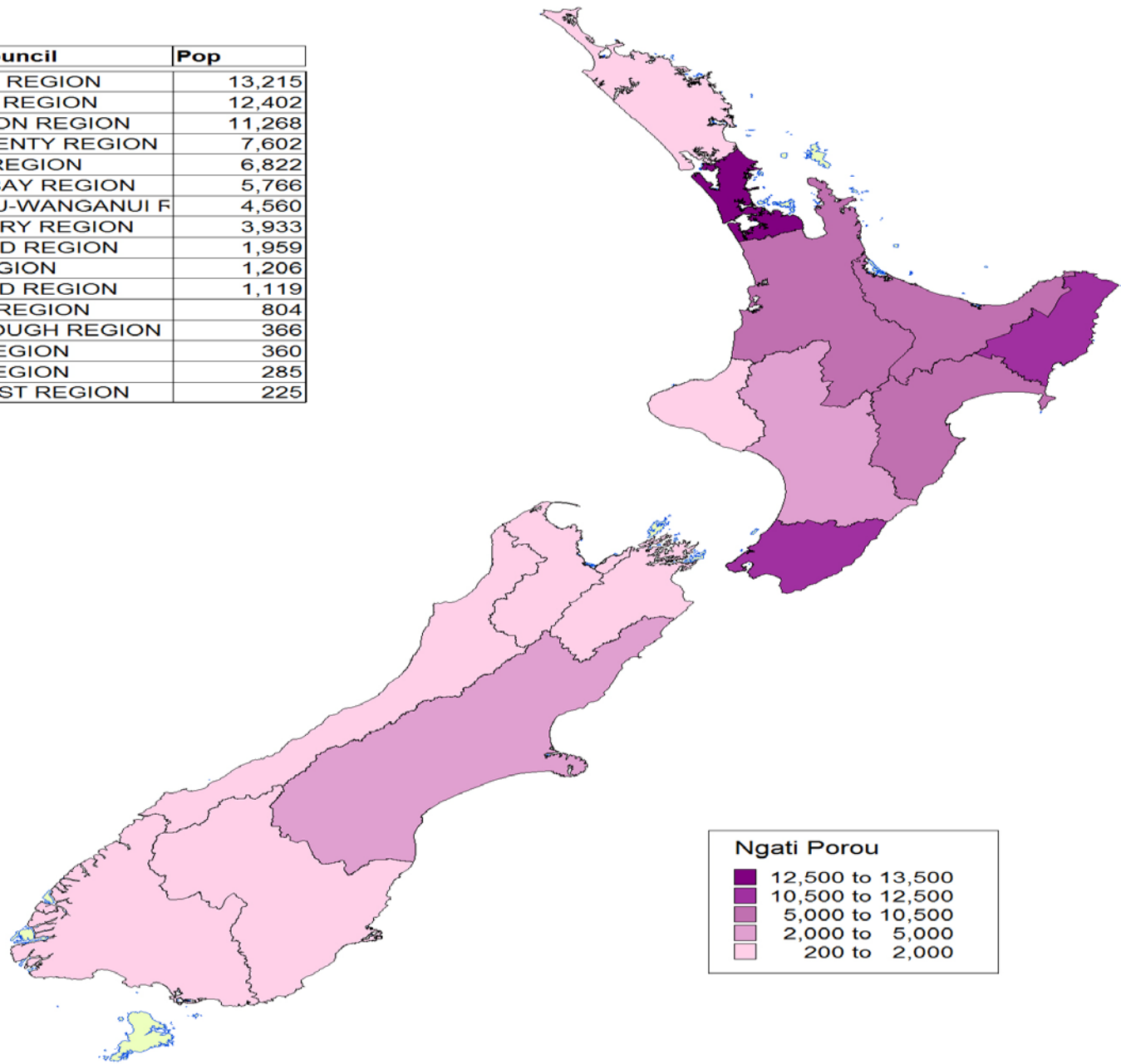
Many Ngati Porou

- do not have the Reo
- have not been taught the culture
- but want to learn about our identity

The price of citizenship

Majority of Ngati Porou do
not live on the coast?

Regional Council	Pop
AUCKLAND REGION	13,215
GISBORNE REGION	12,402
WELLINGTON REGION	11,268
BAY OF PLENTY REGION	7,602
WAIKATO REGION	6,822
HAWKE'S BAY REGION	5,766
MANAWATU-WANGANUI F	4,560
CANTERBURY REGION	3,933
NORTHLAND REGION	1,959
OTAGO REGION	1,206
SOUTHLAND REGION	1,119
TARANAKI REGION	804
MARLBOROUGH REGION	366
NELSON REGION	360
TASMAN REGION	285
WEST COAST REGION	225



The price of citizenship

- We want to help
- We have skills, experience and networks
- We can offer help from afar
- We have a right to have a say in decision making

The price of citizenship

What price do we have to
pay to be **Ngati Porou**?

The price of citizenship

Tuahae Te Purei

Maori Battalion

It has been paid

**Ask me a question by sending
me an email I want to help.**

travis@htv.co.nz

www.htv.co.nz

Skype: nztrav

I will get back to you asap