



Ngati Kahungunu Iwi
INCORPORATED

Submission on the Inquiry into the tobacco industry in Aotearoa and the consequences of tobacco use for Māori



Te Hapuku

Tobacco Card: Te Hapuku c.1920s, *People and Places Famous in New Zealand*. Card 27. *Dominion Tobacco Co Ltd*. Of the Ngāti Kahungunu and Ngāti Te Whatu-i-apiti descent. A signatory to the 1835 Declaration of Independence, and the Treaty of Waitangi 1840.

To the Māori Affairs Select Committee

This submission is by Ngāti Kahungunu Iwi Incorporated (NKII):

Chair Ngahiwi Tomoana and CEO Meka Whaitiri.

Contact details:

Ngāti Kahungunu Iwi Incorporated
304 Fitzroy Avenue
PO Box 2406
HASTINGS 4153

T: 06 876 2718 or 0800 524 864

F: 06 876 4807

E: meka@kahungunu.iwi.nz

Oral submission:

NKII wish to appear before the Committee to speak to this submission.

Ngāti Kahungunu: Background information

He moemoea pō e
He moemoea pō e
He aha tērā e
Whiti ana te rā e

History

The *Ngāti Kahungunu Iwi Incorporation (NKII)* was incorporated under the Incorporated Societies Act 1908 on the 19th of December 1988 as *Te Runanganui o Ngāti Kahungunu Incorporated*. Six years later the authority, although financially strong, experienced political challenges that its governing body was unable to overcome on its own. After a short period, the organisation was reborn on 9 December 1996 under the name NKII. A newly elected Board resumed control of Ngāti Kahungunu Iwi affairs in May 1997. In 1998 the Board commissioned a team, comprising of Moana Jackson, Mereana Pitman and Mere Ruru assisted by Taanga Lawrence to undertake a constitutional review of *NKII*. Their report, "*Ma Te Rango Te Waka Ka Rere*" is available at most libraries in New Zealand or on request from *NKII*.

Demographics

Ngāti Kahungunu has the third largest Iwi population, The 2006 NZ Census and Local Government statistics show that 59,946 people or 12 percent of the Maori population belong to Ngāti Kahungunu. This was 8394 more than at the 2001 Census. A large percentage of Kahungunu people reside outside the traditional iwi boundaries. Many more, not included in the census count, reside overseas.

Geographically, Ngāti Kahungunu has the second largest tribal rohe in the country, from the Wharerata ranges in the Wairoa District extending to Cape Palliser in South Wairarapa. The coastal boundaries are Paritu in the North to Turakirae in the South. Ngāti Kahungunu Iwi Incorporated, with the mandate to represent the people of Ngāti Kahungunu, is the Governing body for all aspects of Iwi development.

Kahungunu 2026 ¹

Achieving the vision, found within the iwi *Vision 2026* document, is the ultimate aim for Ngāti Kahungunu Iwi. It is our fulfilment for the 25 years to 2026 and provides the launching place for the next 25 years to 2051.

The Vision:

‘Te Ao Mārama’
Ki te whai ao, ki te ao mārama
The continuous pursuit of excellence

The Mission: “To enhance the mana and well being of Ngāti Kahungunu.”

¹ Ngāti Kahungunu, *Kahungunu 2026 – Strong, vibrant, healthy whānau and hapū*. 2001

This will be achieved by empowering the iwi to achieve success at the levels of whānau, hapū, Taiwhenua and Taurahere. Iwi will determine what success is from its own goals and aspirations.

Kahungunu 2026 - The Guiding Principles

These guiding principles set the boundaries within which we will work and are not to be compromised for financial gain or short-term expediency.

- **Te Tuhonohono o Kahungunu**
Tapestry of whakapapa that makes us who we are today
- **Te Hononga Mareikura o Takitimu**
How we relate to other iwi / waka
- **Te Kotahitanga**
League of peoples
- **Te Whakaputanga o te Ao**
Declaration of independence
- **Te Tiriti o Waitangi**
Joint venture with Crown
- **Kanohi ki kanohi ~ “Face to face”**
Pokohiwi ki pokohiwi ~ “Shoulder to shoulder”
How we do things

Kahungunu 2026 - Goals:

A summary of the charitable objectives of the Society is to:

- Promote or assist the education of members of Ngāti Kahungunu Iwi Incorporated.
- Promote the custody and preservation of the beliefs customs and language of Ngāti Kahungunu.
- Promote the social and economic welfare and advancement and vocational training of Ngāti Kahungunu Iwi.
- Promote community and personal physical, spiritual and mental health & fitness and raise the living standards of members of Ngāti Kahungunu Iwi Incorporated.
- Promote high quality communications to or for the benefit of members of Ngāti Kahungunu Iwi Incorporated.

Kahungunu 2026 : Tino Rangatiratanga

As Tane sought independence from Ranginui and Papa-tū-ā-nuku so we must demand our independence from the government. It is only through independence that Kahungunu will grow and prosper. Dependence will keep us locked into the destructive cycles and negative statistics prevalent today. Tino rangatiratanga begins with self, continues through the whānau, the hapū and the iwi.

- Controlling our own resources
- Making our own decisions
- Determining our own outcomes
- Owning the consequences of our decisions
- Tuwhakahihi ~ assertive, confident, standing tall and strong
- Independent and contributing to our society
- Government boundaries align to Iwi boundary

Ngā Poupou e Ono o Kahungunu (the six posts of Kahungunu)

- Te tuhonohono o Kahungunu - *how we relate to ourselves.*
- Te hononga mareikura o Takitimu - *how we relate to every other iwi, hapū and whānau.*
- Te whakaputanga o ngā Rangatira - *the declaration of independence, how we relate to every other race and country in the world.*
- Te Tiriti o Waitangi - *how we relate to the Crown.*
- Te kotahitanga - *how to achieve Maori sovereignty.*
- Kanohi ki kanohi - *how to do it; face to face.*

Terms of Reference for the Inquiry

Overview

There are general and specific strategies and goals that Ngāti Kahungunu aspires to. Tobacco use places a major impediment to meeting Kahungunu outcomes that are set within the *Vision 2026* strategy. For example each of the following points is impaired by tobacco use.

Goals:

- Promote the custody and preservation of the beliefs customs and language of Ngāti Kahungunu.

Guiding principle:

- **Te Tuhonohono o Kahungunu**
Tapestry of whakapapa that makes us who we are today

Tino rangatiratanga:

- Making our own decisions
- Determining our own outcomes

A goal of preserving tikanga and reo is impeded by people dying prematurely and not being able to pass on information or reo to next generations. Or that knowledge of whakapapa is impacted on because someone is too ill to pass on that information. Or because tobacco is addictive decision making is determined by the addiction.

Overall tobacco does not align itself with the vision Ngāti Kahungunu has agreed to undertake. Removing tobacco would enhance the vision as opposed to placing a barrier to meeting it.

1. The historical actions of the tobacco industry to promote tobacco use amongst Māori.

Kahungunu peoples were part of a *Tupeka-Auahi Kore* nation. Tobacco was not part of Kahungunu-tanga until contact with whalers, explorers, colonists and missionaries occurred.

Returning to a state of *Tupeka-Auahi Kore* would be highly desirable as the aspirations of the *Vision 2026* strategy are undermined by tobacco use amongst Kahungunu whānau.

This is a question that should be posed to the tobacco industry.

2. The impact of tobacco use on the health, economic, social and cultural well-being of Māori.

The greatest impact is felt each time a member of Kahungunu passes on. Their contribution to their whānau, hapū and iwi is what is lost each time.

It is appalling that an industry can still remain in operation in the 21st Century despite been responsible for some much illness and death. Our greatest asset, the Kahungunu people, is continually being exploited for no net gain or benefit to the whānau, hapū and iwi.

Health well-being

The impacts of tobacco do not align with the NKII *Kahungunu 2026 Vision Plan* under the following strategy:

Kahungunu 2026 - Strong, Vibrant, Healthy Whānau and Hapū²

- The sanctity of whakapapa - children's rights to know who their parents are
- Significant reduction in alcohol and drug abuse

Economic well-being

Ngāti Kahungunu is dedicated to ensuring economic well-being by providing a vision that builds on diverse economic portfolio. Delivery of this economic strategy requires a workforce that is there to deliver it.

² Ngāti Kahungunu, *Kahungunu 2026 – Strong, vibrant, healthy whānau and hapū*. 2001.

Kahungunu 2026 - Economically Strong³

The settlement of all Ngāti Kahungunu Treaty Claims and return or reclamation of Ngāti Kahungunu whenua and taonga (awa, moana, ngahere,) will form the foundation of our economic revival.

Ngāti Kahungunu will remain involved in the traditional areas of economic activity of fisheries and farming while embracing technology and business opportunities to have a presence across all areas of economic activity within our rohe. These areas include Fisheries, Farming and Horticulture, Tourism and Hospitality, the Marae and in Research and Development.

Kahungunu recognises that tobacco places undue economic pressure on the individual smoker which can also be transferred onto the whānau. If the individual smoker is a pack a day smoker they will spend approximately \$3,650.00 per year to feed this addiction. This economic spend would be apportioned to other goods and services that are of benefit to an individual or whānau.

Social well-being

Tobacco use undermines the core social cohesion links (relationships, bonds and kinship - whanaungatanga) of Kahungunu with every illness and premature death it contributes to.

Cultural well-being

Tobacco use is a preventable, direct threat the notion of Kahungunu-tanga. Crucially tobacco impedes the ability to transfer Kahungunu cultural norms, beliefs and values, tikanga/kawa, reo and mātauranga Māori onto future generations. Tobacco related illness and deaths of Kahungunu peoples interrupts the ability to fully meet the following *Vision 2026* strategic goal.

Kahungunu 2026 - Culturally Strong⁴

Retention of our cultural identity is paramount for it is the soul of the Iwi, what makes us unique. Through concentrated effort and celebration Ngāti Kahungunu traditional and contemporary culture and language will survive and achieve national recognition.

Triennial Takitimu International Festivals, Establishment of Whare wananga, Takitimu history taught in all schools; Te reo taught at all levels in all schools; Inventory of whakairo, kowhaiwhai, tukutuku, in all marae; Kahungunu publications; musical, theatrical and film productions; Kahungunu Cultural Center with archives and contemporary development in the arts; Kahungunu Sports Academy with Kahungunu teams in World Cup events

³ Ibid.

⁴ Ibid.

3. The impact of tobacco use on Māori development aspirations and opportunities.

Tobacco use is a major barrier to meeting Ngāti Kahungunu development aspirations and opportunities that have been created after consultation with all hapū within the Kahungunu rohe.

Development

The aspirations of iwi typically look towards a future that equips future generations with the ability to maintain the mana of the iwi. Tobacco fundamentally is diametrically opposed to the iwi *Vision* or *Mission*.

Vision: Ki te whai ao, ki te ao mārama – The continuous pursuit of excellence

Mission: “To enhance the mana and well being of Ngāti Kahungunu.”

This will be achieved by empowering the iwi to achieve success at the levels of whānau, hapū, Taiwhenua and Taurahere. Iwi will determine what success is from its own goals and aspirations.

Tobacco places an unnecessary and preventable burden on achieving our development aspirations when our most important resource, the people, is being eroded because of tobacco use. Elimination of tobacco would assist greatly in achieving this vision and mission statement and success as an iwi.

4. What benefits may have accrued to Māori from tobacco use?

NKII sees no discernible benefit to Ngāti Kahungunu individuals, whānau or hapū whatsoever with regard to tobacco use. There are greater benefits to Māori and Ngāti Kahungunu if tobacco was **eliminated** from Aotearoa.

While the tobacco industry benefits from its profiteering the Government also directly benefits economically from tobacco taxation totalling \$1.063 Billion in 2008/09.⁵

Government also benefits financially from a not having to pay out superannuation as higher life expectancy rates are curtailed by smoking. Māori are particularly impacted on by this policy as tobacco use that can lessen one’s life expectancy by up to 15 years.⁶

5. Policy and legislative measures

Government should consider far reaching changes to its current tobacco control policy. Restricting supply with the expressed strategy of eliminating tobacco in Aotearoa is required. This is based purely on the known scientific evidence and the disproportionate impact tobacco has on Māori. Any measures should also consider the following two points:

⁵ Ibid.

⁶ Centers for Disease Control and Prevention. *Annual Smoking-Attributable Mortality, Years of Potential Life Lost, and Productivity Losses—United States, 1995–1999*. Morbidity and Mortality Weekly Report. 2002.

Tobacco Industry responsibility and accountability

Ngāti Kahungunu believes that the industry needs to be held accountable for the past and ongoing illness and deaths associated with tobacco.

Government responsiveness

Ngāti Kahungunu would welcome an opportunity to discuss a Government strategy, Iwi to Crown, of eliminating the sales of tobacco from the Kahungunu rohe and Aotearoa.

Recommendations

1. Restricting tobacco for supply

Reduce the demand and the supply of tobacco e.g. increasing taxes each year by 5% or more, removing tobacco displays, equalise RYO tobacco tax with tailor-made cigarettes, licensing retailers, reducing retail outlets.

2. Eliminating tobacco for supply

That legislative and policy measures are instigated with the expressed aim of eliminating tobacco by 2013.

3. Accountability – Tobacco Industry:

The Government hold the tobacco industry accountable for the 600 Maori (4400 non-Maori) deaths each year.

4. Accountability & Responsibility – Government:

The Government publicly adopts a strategy of eliminating tobacco from Aotearoa with immediate effect.

5. Funding:

That the Government establishes a dedicated tax to fund to improve Māori specific health promotion programmes, campaigns, Māori and iwi specific research information and cessation services.

6. Waitangi Tribunal - WAI 844 Claim:

Support the **urgent** progress of *Wai 844: Mate Pungarehu (funding for Māori health initiatives to eliminate or reduce smoking among Māori)*. Claimant: Huhana (Bubbles) Mihinui [Te Arawa].