



# whyORA

## ANNUAL REPORT

2024

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## MIHI

Tēnā koutou, tēnā koutou, tēnā koutou katoa. Welcome to the Why Ora (Whakatipuranga Rima Rau Trust) Annual Report for the 2024 Financial Year.

## STRATEGY AND VALUES

### PURPOSE

Empowering Māori career and employment aspirations so that our whānau can flourish.

### VISION

Māori are actively engaged in meaningful and rewarding career pathways in hauora and education that meet workforce needs and lead to better whānau outcomes. Our whānau are our future; engaged, connected, equipped to achieve their aspirations, resilient and flourishing.

### VALUES

**Matā Tika:** we strive to do the right thing, we are ethical; unbiased, honest, and fair in our dealings with each other and all people

**Āta Mātai:** we are adaptable and open to new ideas. We are courageous and use our creativity to continually improve and explore better ways of doing things

**Whanaungatanga:** we acknowledge everyone's uniqueness, promote sharing, strengthening of connections and capacity, collaboration and working together

**Manaakitanga:** we genuinely nurture, encourage, respect and care for one another

### TŪHONONGA - MANAAKITANGA - UMANGA

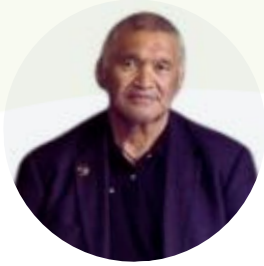
Our core strategic focus is on engaging Māori into meaningful health and education careers at all points of the career pathway / lifecourse.

We listen to our whānau to meet changing needs and connect them to support, resources and information that leads to better outcomes.

We take a collective approach through growing and maintaining proactive relationships and partnerships across sectors.



## BOARD REPRESENTATIVES



**Board Chair**  
**Te Pahunga Marty Davis**



**Gloria Campbell**



**Lu Scanlon**



**Eileen Hall**



**Scott Walden**

## WHY ORA KAIMAHI



**Pou Whakahaere**  
**Chief Executive**  
**Tanya Anaha**



**Poutaiwhanga**  
**Olivia Ratana**



**Kaiārahi and Event Lead**  
**Mizsiah Martin-Kemp**



**Kaiārahi**  
**Liahna Smith**



**Kaiārahi**  
**Graham Jones**



**Kaiārahi**  
**Chelsea Crewe**



**Kaiārahi**  
**Rory Maxwell**



**Kaiārahi**  
**Jasmine Jones**



**Comms & Admin**  
**Assistant**  
**Nina Lawrence**



**Administration Support**  
**Cordelia Parkes**



**Contractor/ Advisor**  
**Danae Etches**



# CHAIRPERSON'S STATEMENT



Tūhononga : Manaakitanga : Umanga  
Connections | Support | Careers

Tēnei te arā o Ranginui  
Tēnei te arā o Ranginui e tū iho nei  
Tēnei te arā o Papatūānuku e takato ake nei  
E rarau ngā tapuwae o tane ki waho  
Nōu mai te pō, tēnei te wā

Tēnā koutou katoa

It is with great pleasure that I present my eighth annual report to the Whakatipuranga Rima Rau Trust (the Trust), operating as Why Ora, for the reporting period 1 January to 31 December 2024.

## ACKNOWLEDGEMENTS:

We extend our heartfelt gratitude to all our supporters in the health and education sectors, funders, community, iwi, government, and other key partners, your contributions have been vital in helping us achieve our goals over the past year. Our work would not be possible without your ongoing support.

We are especially grateful to the following funders and partners for their support in 2024:

- Toi Foundation: For strategic support towards our outcomes, including funding cadetships and advancing our strategy to grow the Māori workforce and improve equity for Māori in Taranaki so that Taranaki whānau can flourish. This also includes their invaluable contribution to our evaluation efforts.
- Ministry of Social Development / Te Manatū Whakahiato Ora: For supporting the engagement of rangatahi not in employment, education, or training into meaningful opportunities through He Poutama Rangatahi.
- Health New Zealand/Te Whatu Ora: For their support through Kirimana Oranga Whānau Outcomes for Māori Health Development funding and our collaboration to grow the Māori hauora workforce including leadership initiatives.
- Te Aka Whai Ora/Māori Health Authority (until July 2024): For their support towards Why Ora hauora Māori workforce development initiatives through Te Ao Māori solutions for population health outcomes funding.

## STRATEGY

2024 marked a significant year in our strategic journey with the adoption of a new plan to guide our work in growing the Māori workforce in health and education, and to improve outcomes for whānau in Taranaki over the next three to five years.

This strategy was developed with the support of the Toi Foundation's Poutama capacity and capability pilot programme. We deeply appreciate their efforts in strengthening the capacity and capability of Taranaki community organisations and enabling us to evaluate our progress.

The year also marked the fourth year of our joint venture with Health New Zealand Te Whatu Ora Taranaki. This collaboration supports and grows the Māori workforce to proportional representation in the health sector. Despite ongoing challenges in the sector, we have made strides, contributing to a growing local workforce now exceeding 11%.

Looking ahead, our strategic focus will remain on working with Health New Zealand Te Whatu Ora Taranaki, as well as other partners, including Māori health providers, to collaboratively address workforce needs and develop innovative solutions.

In education, we continued our commitment to growing the Māori workforce, with positive outcomes. This remains a key area of focus, now strengthened by the expertise of our new Trustee, education leader Scott Walden.

Our focus on STEMM (science, technology, engineering, mathematics, and Mātauranga Māori) education remains critical. We continue to promote STEMM engagement, as it is vital to high-value careers and a thriving economy for Taranaki's future. Our partnership discussions with Pūhoro STEMM Academy, a national thought leader in this space, are ongoing as we explore opportunities to increase access for taiohi in Taranaki.

## GOVERNANCE

2024 marked the 14th year for the trust and its operations. Over this period, the Trust board has met regularly to guide the organisation's direction.

Scott Walden joined our Board in August 2024, bringing fresh perspectives and invaluable experience.

Currently the WRR Board are:

Myself (Chair)

Gloria Campbell (Trustee)

Lu Scanlon (Trustee)

Eileen Hall (Trustee)

Scott Walden (Trustee)

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## FINANCE

Financially the Trust performed as follows;

|                   | 2024      | 2023      |
|-------------------|-----------|-----------|
| Income received   | 1,615,734 | 1,342,124 |
| Expenses          | 1,190,616 | 1,059,509 |
| Surplus           | 425,118   | 282,615   |
| Net cash flow     | (109,615) | 1,038,847 |
| Accumulated funds | 1,708,573 | 1,283,455 |

## OPERATIONS

2024 was a productive year for our operational team. In addition to the direct support offered to our registered whānau, over 71 events and activities were successfully delivered. For more detailed information, please refer to our 2024 Annual Report, including the Statement of Service Performance and the Pou Whakahaere Report.

## LOOKING FORWARD

As we continue to operate in a dynamic and evolving environment, the Trust remains committed to working with whānau, hapū, iwi, partners, sectors, and communities. Together, we will face new challenges, explore exciting possibilities, and seize opportunities.

The Māori workforce is rapidly evolving, and only by staying adaptive can we collectively pursue our goals. We will continue our efforts to meet workforce needs and support the growth of the Māori workforce to ensure better outcomes for Māori and thriving whānau in Taranaki.

The year ahead promises continued progress and strategic development, and we look forward to all that lies ahead.

Otira tēnei ahau te mihi atu ki a Kautau, tēnā kautau, tātou katoa

Te Pahunga (Marty) Davis - Chair



## Recommendations:

That WRR;

- 1.Receive and discuss this Annual Chairs Report 2024
- 2.Endorse this Annual Chairs Report 2024



# POU WHAKAHAERE CHIEF EXECUTIVE'S STATEMENT

Tēnā koutou katoa

It is my pleasure to present the 2024 Chief Executive's Report.

As highlighted in the Chair's Report, 2024 has been a year of change, challenge and opportunity. Our goal remains to support our whānau and facilitate opportunities that empower them to thrive in the long term, building resilience and success in an ever-changing world.



## Results and Outcomes

This year marks 14 years of operation for Why Ora, and we are beginning to see some of the long-term outcomes come to fruition, which you will read more about later in this report.

Despite the changes affecting the sectors we work with, we adapted our approaches and continued pursuing our activities.

In 2024, our Kaiārahi continued to plant the seeds (kakano) for future careers in health and education. By the end of the year, we had:

- 448 secondary school students registered with Why Ora, from Year 10 to Year 13
- 644 pastoral support engagements across Taranaki, facilitated by our Kaiārahi, including whanaungatanga, identifying needs and priorities, career planning, assistance with tertiary applications, scholarships, CVs, job applications, work experience, and placements
- 121 tertiary students registered with us across health, education, and other career paths, including 59 in health, 13 in education, and 49 in other areas
- 367 total registered Why Ora whānau already in employment, including medical doctors, nurses, midwives, health administrators, allied health professionals, health care assistants, and educators
- 20 taiohi not in employment, education, or training, enrolled in Hoki Mai ki Why Ora, supported toward positive study or workforce outcomes through our partnership with the Ministry of Social Development and He Poutama Rangatahi
- Two health sector cadetships. Although recruitment challenges in the health sector reduced the number of placements, we are hopeful that this will increase in early 2025 as further work continues.

## Operations

Our Kaiārahi continued to provide Manaaki Oranga (pastoral support) to many of our registered whānau in 2024, helping to overcome barriers to their success. During the year, we improved our support processes, systems, and data collection to better monitor whānau progress and evaluate our activities.

**Events and Programmes** - in 2024 our team delivered 71 events and activities, including:

**Rapuara Hauora** (health careers exposure) – our workshops provided the opportunity for 211 Year 10 to Year 13 secondary students from 12 schools to see and experience meaningful health and disability workforce careers at both the Taranaki Base Hospital and Hawera Hospital.

**Rapuara Ako** (education careers exposure) – Rapuara Ako aims to inspire taiohi to consider a career in education. Our workshop held at Te Whare Hōnonga in Ngāmotu was attended by taiohi from eight Taranaki secondary schools. A group of diverse, experienced professional educators and speakers kindly supported this event, sharing their education career stories.

**Pūtaiao Expo** (science and Mātauranga Māori engagement) - Pūtaiao aims to ignite students with a passion for science and Mātauranga and to increase the uptake of science at secondary school level. In 2024 we held our eighth Pūtaiao Expo, attended by 383 Year 9 and Year 10 secondary school students. Organised by Why Ora our Pūtaiao presenters included Thom Adams from Kotare Science and Venture Taranaki (Taranaki Curious Minds Co-ordinator), as well as Kaimahi from Wildlife AI, and Parininihi ki Waitotara. Since 2015 over 2488 taiohi have attended Pūtaiao.

**Te Puna Pūtaiao** (pilot science engagement programme for intermediate aged students) – in 2024 we tested a new programme delivered in partnership with Manukorihi Intermediate School and Waitara High School. Manukorihi Intermediate students took part over two terms. Our visionary ally, local science enthusiast and communicator Thom Adams from Venture Taranaki led this initiative, supported by Waitara High School taiohi co-facilitators.

### **Partnerships**

Our partnerships are crucial to our success. In 2024, we continued to build and maintain valuable partnerships, including:

- **Health New Zealand Te Whatu Ora Taranaki:** In 2024, we continued our joint venture to grow the Māori workforce. When Why Ora was established, Māori representation at Health New Zealand Te Whatu Ora Taranaki was about 6%. By December 2024, this had increased to approximately 11%, with 18% of registered medical officers identifying as Māori, six of whom were supported by Why Ora in their career development.
- **Taranaki Secondary Schools:** Our long-standing partnerships with secondary schools are integral to our work. In 2024, we renewed partnerships with multiple schools, ensuring taiohi had the opportunity to engage with our services.
- **Ministry of Social Development:** We renewed our agreement with the Ministry of Social Development to support 40 rangatahi not in employment, education, or training over two years, resulting in positive outcomes for many taiohi.
- **Te Heru Maapara:** We continued our relationship with this training provider, entering a memorandum of understanding to benefit our whānau.
- **Pūhoro:** In 2024, we explored further collaboration with Pūhoro STEMM Academy, aiming to grow opportunities for taiohi and whānau to access rewarding careers in science and Mātauranga Māori.

### **Staffing**

In 2024, we welcomed two new Kaiārahi, Jasmine Jones and Chelsea Crewe, who are offering additional support to taiohi in North and South Taranaki. We were also thrilled to see our Cadet Nina Lawrence, gain a permanent position as our Communication and Administration Assistant. Nina's story is featured in our 2024 Annual Report.

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### Acknowledgements

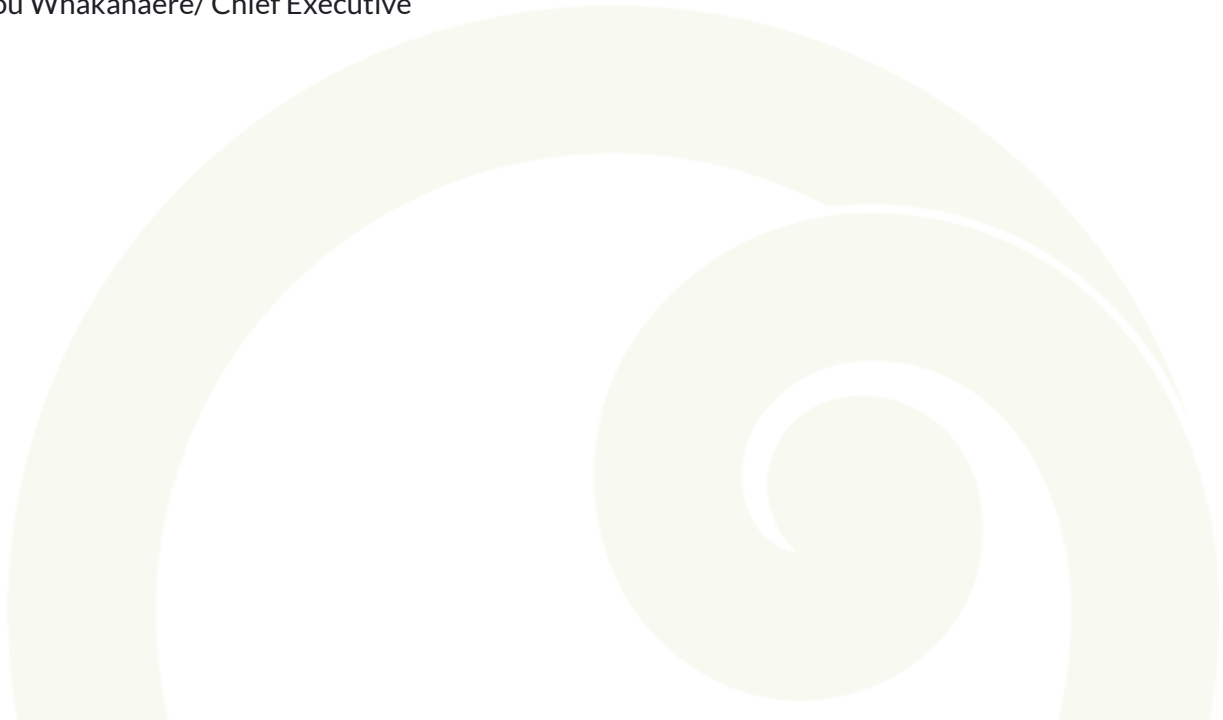
Our work would not be possible without the support of many individuals and organizations. We sincerely thank:

- **Our funders and strategic partners:** The Toi Foundation, Health New Zealand Te Whatu Ora, and the Ministry of Social Development (He Poutama Rangatahi)
- **The health and disability sector:** Taranaki Base Hospital, Hawera Hospital, Hauora Māori providers, and training providers for their continued support
- **The education sector:** Secondary schools, WITT, universities, polytechnics, training providers, educators, and support staff for helping young people engage with our services
- **Iwi, Hapū, Māori community, business, and community partners:** For partnering with us to explore mutual opportunities to support whānau. We look forward to further collaborations in 2025.
- **Our Board:** For their ongoing support and guidance. Special thanks to our Chair, Te Pahunga (Marty) Davis, for your exceptional governance and leadership.
- **Our Staff:** Thank you for your unwavering dedication to our whānau and for going above and beyond in your mahi.
- **Our Whānau:** We are grateful for your participation, your curiosity, your resilience in facing challenges, and your determination. Without your engagement, Why Ora would not exist.

We look forward to continuing our work with you in 2025, whether through our programmes, events, one-on-one support, or sharing inspiring whānau stories.

*Tanya Anaha*

Ngā mihi nui,  
Tanya Anaha  
Pou Whakahaere/ Chief Executive





## Hayley Tewhata

### Embarking on a Speech Language Therapy career

**Hayley Tewhata is embarking on a career as a Speech Language Therapist. This is very good news for Hayley and for future whānau needing speech language therapy and expertise, as Aotearoa has a shortage of speech language therapists, especially Māori therapists.**

Hayley began her journey with Why Ora in 2024 as a Year 13 taura attending New Plymouth Girls' High School. Meeting with our Kaiārahi Liahna, together they discussed the various types of support available through our Manaaki Oranga (Why Ora pastoral care) programme and explored how Why Ora could assist Hayley to pursue her health career aspirations.

Hayley registered with Why Ora and during whanaungatanga/ relationship building and goal setting with our Kaiārahi, Hayley identified a strong interest in gaining work experience.

Our Kaiārahi connected Hayley with Jemma Bridge, a professional speech and language therapist working with the Ministry of Education. They spent time together talking in depth about the career, what to expect during study and looking at speech and language therapy resources. Hayley said their kōrero helped her to gain clarity on her future direction. After applying and being accepted by the University of Canterbury to study speech and language pathology in 2025, Hayley needed assistance to explore scholarships, to help with costs.

Our Kaiārahi was then able to support Hayley to research and apply for scholarships. Hayley has recently commenced study. We are so excited for her on her chosen career path! We also wish to thank Jemma and all the professionals who gave up time in 2024 to inspire our taiohi, such engagements can be pivotal to whānau successfully embarking on future careers.

***"Working alongside my Why Ora Kaiārahi Liahna was a very special experience. The knowledge I gained around life opportunities and the different careers within the medical sector was eye opening. I started with the slightest knowledge around Speech and Language Therapy and that expanded within weeks. Jemma was the one who pushed me over the final ledge of uncertainty. She explained every area, ins and outs, ups and downs of Speech and Language Therapy and from that day, I was certain that was the career I wanted to go on and pursue.***

***My passion and love for Speech and Language grew and that is why it is the route I am going down this year"* Hayley Tewhata**

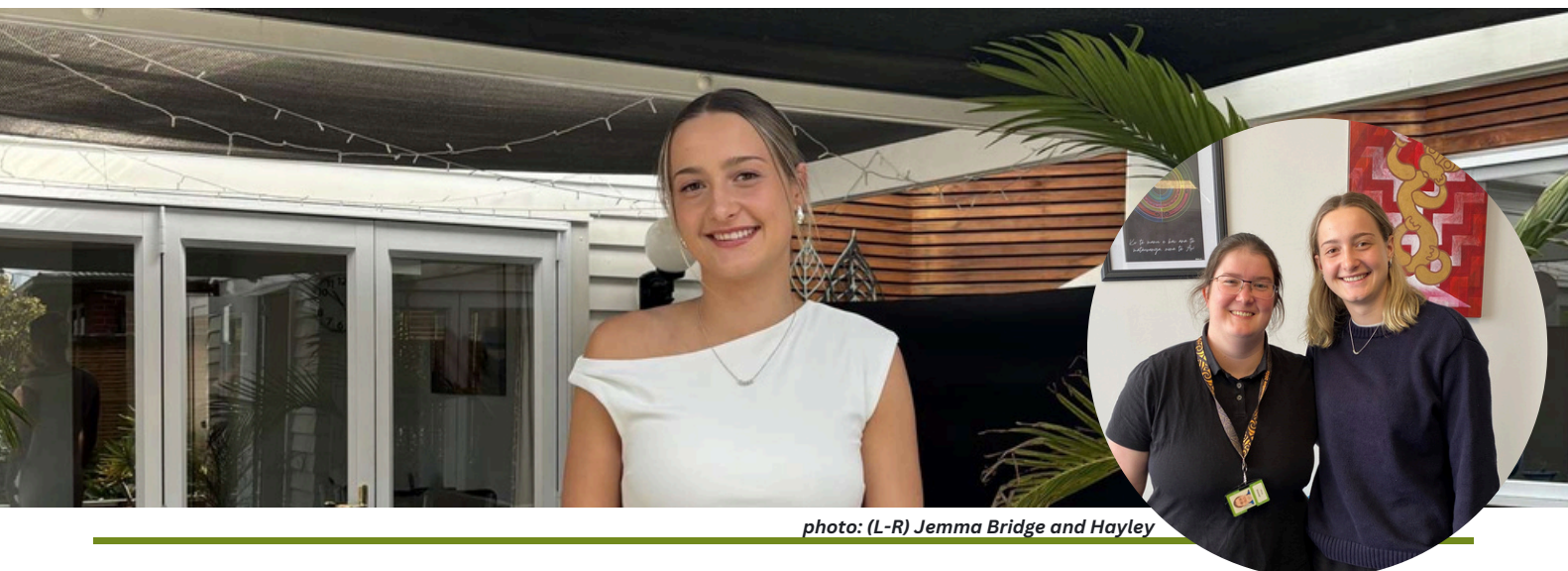


photo: (L-R) Jemma Bridge and Hayley



## Macey Austin

### Navigating a pathway to a career in neo-natal nursing

Macey Austin had a strong interest in a neo-natal nursing career while at secondary school. Why Ora helped her to navigate her pathway ahead and with the support of Why Ora during 2024 Macey continued her impressive efforts to achieve her aspirations.

Macey first engaged with Why Ora in 2023 while in Year 12 at New Plymouth Girls' High School. Already aspiring to become a neo-natal nurse, Macey needed to pass secondary science subjects and sought support from our Kaiārahi to stay on track.

That year Macey completed NCEA Level 2 Sciences in Biology and Chemistry, attended two Why Ora Rapuara Hauora workshops, M.A.S.H. (a kaupapa Māori programme held at the University of Auckland) and engaged in a Why Ora Mātaki Shadowing work experience day with Hapū Wānanga ki Taranaki, a Taranaki based antenatal education initiative.

At the start of 2024, Macey reviewed her goals for the year, supported by our Kaiārahi. These included better using her study time and being more focused on priorities.

Macey continued school, attended C.O.A.C.H. (Creating opportunities for a career in Health, for Year 13 students at Auckland University), two more Why Ora Rapuara Hauora Workshops and also accepted an opportunity to speak at our 2024 Why Ora Hui Whānau.

Keen to learn Te Reo Māori, Macey then decided to enrol in immersion studies in Waikato, in 2025, prior to enrolling in a Bachelor of Nursing. As study away from home involves significant lifestyle changes, our Kaiārahi worked with Macey to explore ideas for adjusting to change and coping with the demands of university study. Macey started study in 2025 and Why Ora will continue to support her as her pathway evolves.

We are so proud of Macey for all her effort, focus, curiosity and openness to opportunities!

***"Heading into C.O.A.C.H. I was set on becoming a neo-natal nurse, we had a kōrero with a doctor and hearing what they had to say made me really think about becoming one. However, I am still set on becoming a neo-natal nurse. This kaupapa allowed me to take advantage of every opportunity provided during my time in Tāmaki Makaurau"***

**Macey Austin**

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## Nina Lawrence – Motivation, purpose and so many options!

At the start of 2024 Nina Lawrence was successful in gaining a cadetship at Why Ora and hasn't looked back! Unsure of her future after leaving school, Nina is now fully engaged and navigating a pathway ahead that includes strengthening hauora and hinengaro.

Nina was born in Tāmaki Makaurau and moved to Taranaki as a baby. Her whakapapa is from the Hokianga where her Dad was born and raised, along with the whānau on his side.

Nina talks below about some of the challenges navigated on the pathway to hauora and a career.



*"I knew where I came from and was proud to be Māori, but looking back now it was a struggle not being around my tūrangawaewae. Added to this there were not many Māori at my school. This affected my hauora as a young kid. I didn't feel accepted by other kids, it was hard feeling disconnected and wanting to know more about my Māori side. I struggled to stay in school due to lacking a healthy hinengaro. It was difficult, so I didn't want to be there! My experiences shaped me into the person I am today, however I also learnt that the things we face in life make us stronger and that I am grateful for.*

*I've never known what my career would look like, nor my future. All I knew was that I wanted to help our people, whether that be in mental health, education, support or anything to help others in similar shoes. I got an opportunity to join the Why Ora whānau and I am so glad I took it. It's given my life purpose and motivation to keep going. I'm now working as the administration and communication assistant, learning valuable work and life skills, transferable into any mahi from professional skills, to social skills and being able to interact with people without getting anxious.*

*Not only have I grown professionally but I have also grown the motivation to work on myself, my hinengaro, and overall learning about who I am and where I come from. Having a job I am committed to is the biggest motivator, also having a routine helps. It gives me purpose to get out of bed every day and have something to look forward to, which positively impacts my mental health.*

*Working for Why Ora has opened my mind and aspirations for my career hugely. Before this job I didn't even see a future for myself nor a career, now I can't decide what I want to do because there are so many options that I'm interested in! I am lucky enough to have this job that provides me with stability in my life so that I don't need to rush into making any decisions for my career pathway.*

*Although I have many career interests, in future if I want to study, I will need to gain NCEA first as I didn't complete NCEA at school. So, my advice to anyone facing difficulties at kura - keep pushing and connect with kaupapa that can help you on your haerenga and your future self will thank you!"* **Nina Lawrence**





Whanaungatanga sessions



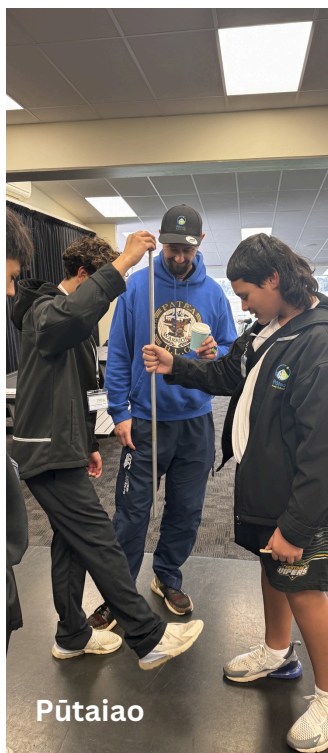
Hui Whānau



CV sessions



Rapuara Hauora



Pūtaiao



Te Puha Pūtaiao



Why Ora promotion



Hoki Mai Ki Why Ora Wānanga



Rapuara Ako



# WHY ORA WHĀNAU

## Madison Hunt - Te Atiawa Taranaki Opunake High School

My passion for Clinical Psychology is inspired by a deep desire to create change within the mental health system - seeing whānau fighting a losing battle has motivated me to advocate in the mental health space for Māori. I want to ensure our people feel safe in clinical settings from a Mātauranga Māori worldview.



## Alex Whitham Employment

Originally I wanted to become a teacher and had the opportunity to do a Mātaki Shadowing at Highlands Intermediate, quickly I learnt I want to help people in the health space.

I quickly grew an interest in psychology and how peoples' minds work which led me to want to study criminology. Why Ora has enabled me to dive deeper into what psychology entails through their health workshops at the hospital. I'm really looking forward to start my studies because it gets me a step closer to my end goal.



## TJ Wipiti - Te Atiawa Taranaki Education Training

I began my first education placement in May 2024 at Waitara East School. I loved it and enjoyed working with the tamariki there.

I completed a teachers aid module and worked on an impairment module, which I enjoyed but, preferred teacher aiding as like working with groups rather than 1 on 1.

My journey so far has taught me that I can overcome barriers! So, my advice for everyone would be to think about your future, don't let barriers stop you from achieving what you want for your life, and everything happens for a reason!



## Trinity Cuthburt - Taranaki Iwi 2nd year Nursing student at WITT

"I've always known I wanted to be a nurse and my first year of nursing studies has only solidified that more. I won't lie, my first year of study was nerve wracking, stressful and exhausting. But at the same time, it was exciting, transformative and rewarding.

Over the course of 2024, I was able to learn about the core principles of nursing, and even had the opportunity to go on clinical placement. I feel so accomplished and am excited for my remaining years of study."



## WHY ORA DASHBOARD

2024

## MANAAKI ORANGA

644

ENGAGEMENTS

Pastoral support given to all by our Kaiārahi the year



consist of interview coaching, applications, CV support etc

## Not in Employment, Education or Training



20

Registered



5 Gained drivers license

## SECONDARY SCHOOL



448

Tauira registered with Why Ora

200 Year 11

149 Year 12

99 Year 13

## TERTIARY



121

Tauira registered with Why Ora



59 Health



13 Education



49 Other

## WHY ORA EVENTS/ PROGRAMMES THIS YEAR

71



4

Events



53

Workshops



5

Wānanga



9

Mātaki Shadowing

## TOTAL AREAS OF EMPLOYMENT



12

Medicine



65

Allied



3

Non Health



1

Dentist



27

HCA



16

Education



5

Midwife



29

Admin/Management



40

Trades



67

Nursing



7

Caregivers



95

Other

## TOTAL PLACE OF EMPLOYMENT

Te Whatu Ora Taranaki

Tui Ora

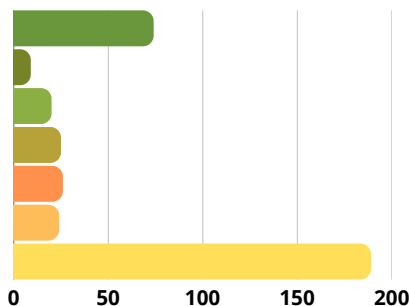
Te Whatu Ora

Resthome

Education

NGO

Other



## TOTAL CADETSHIPS

Total # of all opportunities facilitated by Why Ora



31

## TOTAL EMPLOYMENT

Registered with Why Ora



367

202



Health

16



Education

149



Other





# 2024 EVENTS



## Whanaungatanga sessions

Building relationships with our Kaiārahi and registered Why Ora taiohi. Getting to know each other and exploring what support taiohi might need



## CV sessions

Exploring requirements for a CV, what employers are looking for, identifying skills and talents and creating a CV from a Māori perspective



## Pūtaiao - Year 9 & 10

A hands-on expo event for Year 9 and Year 10 taiohi to inspire a passion for science subjects, Mātauranga Māori and increase Māori uptake of science



## Year 10 Promo

Why Ora promo aims to inform taiohi and schools about who we are, what we do, why we do what we do and what activities/opportunities we offer



## Rapuara Hauora Year 11 - 13

Rapuara Hauora provides an opportunity for Year 11 to Year 13 taiohi to see and experience meaningful careers in the hauora/health sector



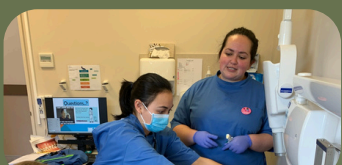
## Rapuara Ako - Year 11 - 13

Rapuara Ako provides an opportunity for Year 11 to Year 13 taiohi to see and experience meaningful careers in the education sector



## University Trip - Year 11 - 13

University Visits provide Year 11-13 taiohi with the opportunity to visit and become familiar with a university environment



## Mātaki shadowing - Year 12 & 13

Provides Year 12 and Year 13 taiohi with specific work experience opportunities for taiohi interested in a rewarding career in that industry



## Tertiary night

An opportunity for taiohi and whānau all ages to connect with tertiary providers, to ask pātai and listen to kōrero