

Pharmaceutical Management Agency  
Te Pātaka Whaioranga

# TE RAUTAKI O TE WHAIORANGA

*Māori Responsiveness  
Strategy*

PHARMAC  
TE PĀTAKA WHAIORANGA

Te Kāwanatanga o Aotearoa



Tihei mauri ora!  
Kei te wheiao, ki te ao mārama!  
Maranga, whakatiaho;  
Kua tae mai tōu māramatanga;  
Kua maiangi te korōria o te Atua ki a koe:  
Kua hui mai ngā iwi ki tōu māramatanga.  
Kia mataara, tirohia atu,  
Kei te hui mai te nuinga,  
Kei te whakaeke;  
E Ihowa, ko wai e tomo ki tōu whare tapu?  
Ko wai hoki e piki ki tōu maunga tapu.

Ara whaiuru, whaiuru, whaiuru;  
Ara whaiato, whaiato, whaiato;  
Ara rā tini, ara rā tini, ara ri;  
Tihei mauri ora!

Kei ia koutou kua takahi atu i te ara whano i te pō!  
Uru atu rā koutou ki roto i te whare matapōrehu o Hine nui te pō;  
Ki kōnei koutou tangihia ai e te iwi kua mahue mai nei ke muri;  
Haere! Haere! Haere atu rā!  
Tātau ngā kanohi ora, kia ora tātau katoa.

Mihi from kaumātua Bill Kaura

**Ki te kahore he whakakitenga ka ngaro te iwi**  
Without foresight or vision the people will be lost.

This whakatauaākī by Kingi Tawhiao Potatau te Wherowhero shows the urgency of unification and strong leadership.





Tēnā koutou katoa,

On behalf of the PHARMAC – Te Pātaka Whaioranga Board, I am pleased to present the refreshed Te Whaioranga – PHARMAC’s Māori Responsiveness Strategy. Te Whaioranga is PHARMAC’s framework for meeting our Te Tiriti o Waitangi responsibilities and for achieving the best health outcomes for Māori.

In 2020 we refreshed Te Whaioranga 2013-2023 to align it with PHARMAC’s new strategic direction and to ensure that actions to meet our Te Tiriti o Waitangi obligations are integrated across our organisation’s work. Te Whaioranga sets a clear direction for the next four years in which we begin to measure and monitor our fulfilment of Te Tiriti o Waitangi and how we deliver for, by and with whānau Māori.

Successful implementation of Te Whaioranga requires PHARMAC to develop sustainable and enduring internal processes and systems that position us well to deliver for whānau Māori. Te Whaioranga recognises that strong Māori leadership and advice to inform all our work is essential, and that Māori capability must continue to be developed across the organisation.

Māori are continuing to receive medicines at lower rates than non-Māori. We consider inequitable outcomes for Māori unfair, unjust and avoidable, and we are actively working to eliminate them. Te Whaioranga provides direction for eliminating inequity to access of medicines for Māori, and for examining and eliminating the bias in our systems that contribute to inequitable outcomes.

Our current work with Whānau Ora collectives and Māori health professional groups continues and we aim to build more strategic relationships with our Māori partners, iwi, communities and whānau.

PHARMAC’s commitment to upholding Te Tiriti o Waitangi is a critical area of focus and the refreshed Te Whaioranga identifies that the Board, leadership and staff all have accountabilities for delivering the goals it sets out.

Nāku iti noa, nā

Steve Maharey  
PHARMAC Board Chair







## Ko wai mātou

### *Who we are*

Te Pātaka Whaioranga, ‘the storehouse of wellbeing’, sums up the part we play in managing and safeguarding something that is valuable to our whole community – the pursuit of wellbeing. The name was gifted to PHARMAC by our kaumātua, Bill Kaua ONZM.

A pātaka has many literal and metaphorical associations in te reo Māori. It refers, literally, to the raised platform for food storage and protection of taonga and is also a symbol of safeguarding things that are precious to the community.

In the PHARMAC context, the concept of the pātaka symbolises a solid and reliable structure safeguarding the continuous flow of supplies, such as medicines and medical devices, and it’s our role to keep the flow constant and maintain availability for the benefit of all New Zealanders.



## What we do

PHARMAC helps people to live better, healthier lives by deciding which medicines, and related products are available to New Zealanders in a way that is affordable and accessible. Our purpose is to deliver the best health outcomes from the Government's investment in medicines and medical devices.

We are also becoming more involved in hospital medical devices through negotiating national contracts. In the future, we will decide which medical devices are available for people under the care of public hospitals and we are preparing for this change. This includes things such as cotton swabs, orthopaedic implants, and MRI scanners.

Every year PHARMAC makes more medicines available for more New Zealanders. Around 3.7 million New Zealanders a year use funded medicines and vaccines. PHARMAC pays some of the lowest prices in the world for medicines. This is because we negotiate with, and encourage competition between, pharmaceutical companies to reduce their prices.

Experienced doctors, medical professionals and other experts look at how effective different medicines are across different medical conditions and help us decide what to fund.

## What is Te Whaioranga?

Te Whaioranga is PHARMAC's Māori Strategy and gives effect to PHARMAC's commitment to the articles of Te Tiriti o Waitangi. It sets out how we aim to work with and support whānau Māori to achieve best health and wellbeing through access to, and optimal use of, medicines and medical devices.

PHARMAC's first Māori Strategy was published in 2001 following national consultation and has been regularly reviewed and refreshed to respond to the changing environment we work in. Over many years we have listened to what whānau Māori tell us is important to them, and one of the ways we reflect this in our decision making is through the Hauora Arotahi - Māori health areas of focus.

**Kua tawhiti kē tō haerenga mai, kia kore e haere tonu.  
He tino nui rawa ōu mahi, kia kore e mahi  
nui tonu.**

You have come too far not to go further.  
You have done too much not to do more.

Tā Hēmi Hēnare (Ngāti Hine 1989)

# Te rautaki o Te Whaioranga

## Te Whaioranga strategy

<b>PHARMAC purpose</b>	<ul style="list-style-type: none"><li>• To deliver the best health outcomes from NZ's investment in medicines and medical devices.</li><li>• We uphold the articles of Te Tiriti, advancing Māori health and aspirations: Tino Rangatiratanga; Partnership; Active Protection; Options and Equity.</li></ul>
<b>Te Whaioranga purpose</b>	<ul style="list-style-type: none"><li>• To give effect to PHARMAC's commitment to upholding Te Tiriti o Waitangi.</li><li>• To understand and support whānau Māori to achieve best health and wellbeing through access to, and optimal use of, medicines and medical devices.</li></ul>
<b>Te matakite Vision</b>	<p>Ka roa ake te oranga o te Māori, ka pai ake hoki tōna hauora. Kua piki ake te kounga o tōna noho me te mana taurite i te ao hauora.</p> <p><i>Māori are living longer in good health, and have improved quality of life and health equity.</i></p>
<b>Ko ngā kaupapa Priorities</b>	<ul style="list-style-type: none"><li>• Te Tiriti o Waitangi</li><li>• Te mana whakahaere me ngā tāpaenga a ngāi Māori</li><li>• Te hononga o ngāi Māori me te Karauna</li><li>• Kia taurite te noho o ngāi Māori</li><li>• Te noho haepapa</li><li>• Te whakapakari i te raukaha me te whakakore toihara</li></ul> <ul style="list-style-type: none"><li>• <i>Treaty of Waitangi</i></li><li>• <i>Māori leadership and advice</i></li><li>• <i>Māori / Crown partnership</i></li><li>• <i>Equity for Māori</i></li><li>• <i>Accountability</i></li><li>• <i>Building capability and removing bias</i></li></ul>



# Ngā whāinga tōmua a Te Whaioranga

## Te Whaioranga priorities

Priority	Goal	What we've heard	Outcomes	How we will measure performance
Te Tiriti o Waitangi	PHARMAC honours and actively upholds Te Tiriti o Waitangi across all our work to achieve best health outcomes for Māori within our available resources.	<i>"PHARMAC's Te Tiriti o Waitangi obligations should sit at the centre of all PHARMAC's decision making."</i>	<ul style="list-style-type: none"> <li>Te Tiriti is embedded and is fundamental to PHARMAC's objectives and working culture, and sits alongside PHARMAC's purpose.</li> <li>Te Tiriti is reflected in the way we plan for, resource, organise and deliver our work as an organisation, and we measure and monitor organisational Te Tiriti compliance.</li> <li>All our work delivers for Māori, with Māori, by Māori. This is planned for and appropriately resourced across all directorates.</li> </ul>	<ul style="list-style-type: none"> <li>Routine monitoring of our organisation's Te Tiriti o Waitangi compliance, and planning to address areas for improvement.</li> </ul>
Māori leadership and advice	PHARMAC increases and supports Māori participation in governance, leadership and management decision making at all levels of the organisation.	<p><i>Māori leadership is a requirement under Te Tiriti o Waitangi and essential to by Māori for Māori, with Māori.</i></p> <p><i>"Māori leadership at senior leadership level is essential to drive a culture shift at PHARMAC to deliver for Māori. A sole senior role is not enough on its own and requires support to ensure PHARMAC succeeds in improving outcomes for Māori."</i></p>	<ul style="list-style-type: none"> <li>Māori leadership in PHARMAC reflects the position of Te Tiriti o Waitangi.</li> <li>Māori experienced in mātauranga Māori and with strong ties to whānau want to work at PHARMAC and are actively recruited.</li> <li>PHARMAC has strong Māori leadership at multiple levels including PHARMAC Board, Pharmacology and Therapeutics Advisory Committee (PTAC), expert advisory committees and advisory groups, and understands the community it serves.</li> </ul>	<ul style="list-style-type: none"> <li>Māori leadership at senior leadership level is in place.</li> <li>The proportion of Māori staff experienced in mātauranga Māori and with strong ties to whānau (increased trend).</li> <li>The proportion of Māori experienced in mātauranga Māori and with strong ties to whānau are on Board, PTAC, expert advisory committees and advisory groups (increased trend).</li> </ul>
Māori/ Crown partnership	PHARMAC has strong working relationships with Māori—we engage, actively listen to understand, and deliver on what we agree.	<p><i>PHARMAC's current relationships with Māori organisations should continue and be strengthened further.</i></p> <p><i>"Move towards building relationships with iwi. Iwi have and will always be there."</i></p>	<ul style="list-style-type: none"> <li>PHARMAC's decision making is informed by strong working relationships with Māori at multiple levels, including through the provision of ongoing strategic advice.</li> <li>Strong relationships with Māori, who feel listened to, engaged, actively involved and understood.</li> <li>PHARMAC is supporting iwi, hapū and Māori health workforces, and partnering with them for collective impact for whānau Māori.</li> </ul>	<ul style="list-style-type: none"> <li>Benchmarking ourselves against the Te Arawhiti guidelines for engagement.</li> <li>Māori trust and confidence in PHARMAC has improved.</li> </ul>





Priority	Goal	What we've heard	Outcomes	How we will measure performance
Equity for Māori	PHARMAC considers inequitable outcomes for Māori unfair and unjust, and also avoidable, and is actively working to eliminate them.	<i>“Māori want access to medicines full stop.”</i>  <i>“When we get it right for Māori, we get it right for everyone.”</i>	<ul style="list-style-type: none"> <li>• Māori are the priority population for all equity work as a Te Tiriti o Waitangi partner.</li> <li>• Inequity in access to medicines for Māori is eliminated.</li> <li>• PHARMAC has built and earned trust from Māori, which is essential for the acceptance of medicines, medicines information and medicine literacy.</li> <li>• PHARMAC is routinely and transparently reporting on Māori access to hospital medical devices and medicines to the extent that data allows and is working to address data gaps.</li> </ul>	<ul style="list-style-type: none"> <li>• Rates of Māori accessing funded medicines and related products (trend of decreasing equity gaps).</li> <li>• Medicines access equity for Māori is on track to being achieved.</li> </ul>
Accountability	PHARMAC Board, leadership and staff have clear performance and accountability expectations for meeting Te Tiriti obligations and are meeting these.	<i>“Te Whaioranga must be championed by all senior leadership team members and managers with clear accountabilities.”</i>	<ul style="list-style-type: none"> <li>• PHARMAC Board and senior leadership team understand and deliver on the accountabilities for Te Tiriti that sit within each of their directorates.</li> <li>• All PHARMAC staff are held accountable for delivering on Te Whaioranga as a core part of their role description and function.</li> </ul>	<ul style="list-style-type: none"> <li>• The proportion of staff performance reviews that specify Te Tiriti accountabilities.</li> <li>• Performance management system to incorporate individual staff member's Te Tiriti and Te Whaioranga accountabilities.</li> </ul>
Building capability and removing bias	PHARMAC is committed to challenging bias, in all its forms and contexts, and recognises systemic racism as a key determinant of health for Māori.	<i>“Unconscious bias needs to be acknowledged in order to be addressed. It's not enough for it to be embedded in other goals.”</i>	<ul style="list-style-type: none"> <li>• PHARMAC has strong cultural capability.</li> <li>• PHARMAC understands bias in all its forms and the impact it has on our programmes, policies and decisions.</li> <li>• PHARMAC continuously measures and reassesses bias within our organisation and shares outcomes.</li> <li>• PHARMAC continuously addresses bias in all its forms.</li> <li>• PHARMAC is a safe and continuous learning environment for Māori capability development.</li> <li>• PHARMAC research and data analysis are undertaken in a way that upholds the mana and tikanga of whānau Māori.</li> </ul>	<ul style="list-style-type: none"> <li>• Measures developed to monitor removal of bias within our programmes, policies and decisions.</li> <li>• Benchmarking ourselves against Te Arawhiti cultural capability frameworks.</li> </ul>

# Ngā mahi hei whakatutuki mā mātou

## What we are going to do

Priority	Within 6 months we will have...	Within 12 months we will have...
Te Tiriti o Waitangi	<ul style="list-style-type: none"> <li>Reflected Te Tiriti in our organisational strategy, long-term plan (SOI) and annual plans (SPE).</li> <li>Outlined the plan to review key policies, leadership practices, systems, processes and professional development, to ensure they align with and reflect Te Tiriti.</li> <li>Identified standards to measure Te Tiriti compliance.</li> </ul>	<ul style="list-style-type: none"> <li>Completed a review of leadership practices, systems, processes and professional development to ensure they align with and reflect Te Tiriti.</li> <li>Developed a plan for implementing recommended changes and initiated an ongoing programme of review for Te Tiriti compliance.</li> <li>Identified measures to monitor delivery of Te Tiriti o Waitangi responsibilities established and functioning.</li> </ul>
Māori leadership and advice	<ul style="list-style-type: none"> <li>Assessed options for Māori advice for PHARMAC at all levels including at senior leadership team level.</li> <li>Assessed the level of Māori membership (experienced in mātauranga Māori and with strong ties to whānau) on the Board, Pharmacology and Therapeutics Advisory Committee (PTAC), expert advisory committees and advisory committees.</li> </ul>	<ul style="list-style-type: none"> <li>Established a Māori leadership position to advise PHARMAC's senior leadership team.</li> <li>Established a Māori advisory committee to guide our senior leaders and our Board.</li> <li>Agreed PHARMAC's approach to Māori leadership and appropriate Māori advice at all levels of the organisation with Māori.</li> <li>A plan to recruit and develop Māori for the Board, PTAC, expert advisory committees and advisory groups.</li> </ul>
Māori/Crown partnership	<ul style="list-style-type: none"> <li>Established a partnership plan that identifies the key people and organisations we will be working with to design and implement activities to achieve our goals.</li> <li>Planned implementation to meet Te Arawhiti guidelines across our work.</li> </ul>	<ul style="list-style-type: none"> <li>Established a way to work with Māori to guide/design the work that needs to be done.</li> <li>Staff understand the requirement to meet Te Arawhiti guidelines of engagement.</li> <li>Strategic plans in development with existing Māori partners.</li> </ul>
Equity for Māori	<ul style="list-style-type: none"> <li>Started to work alongside other agencies and organisations to influence and drive equitable access to medicines and enhance Māori wellbeing.</li> <li>Developed outcome measures for Māori medicines access and Māori medicines literacy.</li> </ul>	<ul style="list-style-type: none"> <li>Plans in place to work with identified partners to deliver equity initiatives for Māori.</li> <li>Changes to PHARMAC's prioritisation process have been identified to ensure equity for Māori.</li> <li>Frameworks to measure progress on outcomes are established and functioning.</li> <li>Identified where PHARMAC is making a difference in access equity and where we can improve.</li> </ul>
Accountability	<ul style="list-style-type: none"> <li>PHARMAC Board and senior leadership team understand and deliver on the accountabilities for Te Tiriti that sit within each of their directorates.</li> <li>All PHARMAC staff are held accountable for delivering on Te Whaioranga as a core part of their role description and function.</li> </ul>	<ul style="list-style-type: none"> <li>Assigned Te Tiriti o Waitangi accountabilities to the Board and senior leadership team.</li> <li>Te Tiriti accountabilities included in all role descriptions.</li> <li>All staff understand how their role at PHARMAC relates to Te Tiriti obligations and how they can be responsive to Māori in their day-to-day work.</li> </ul>
Building capability and removing bias	<ul style="list-style-type: none"> <li>Planned a review of bias in PHARMAC's systems and decision making.</li> <li>Established a framework for a Māori capability programme that will apply to all staff.</li> </ul>	<ul style="list-style-type: none"> <li>Commissioned a review on bias in our systems.</li> <li>A Māori capability programme has been developed and all staff are starting to engage in training.</li> <li>All staff attending training and understand bias and its impact on Māori.</li> <li>Begun tracking Māori capability progress through the Te Arawhiti cultural capability frameworks.</li> </ul>





### Within 18 months we will have...

- Māori making strong contributions to decision making. By Māori for Māori is a reality.
- Incorporated Te Tiriti into all policies, leadership practices, systems, processes, and professional development.

- Begun actioning the approach agreed for Māori leadership at senior leadership team level.
- Started recruitment and development of Māori for the Board, PTAC, expert advisory committees and advisory groups.

- Staff actively listening to Māori and delivering what is agreed.
- Engagement that meets Te Arawhiti guidelines planned across all our work.
- Staff understand Te Tiriti, and the Māori/Crown relationship and how they relate to their work.
- Planned our approach to engaging with iwi to understand how we can work together.

- Shared equity outcome measures with agencies to influence and drive equity and Māori wellbeing.
- Reviewed and clarified with sector partners a long-term, national approach for enhancing whānau Māori knowledge about medicines.

- Tested and adjusted the performance management for Te Tiriti accountabilities.

- Completed a review of bias in our systems.
- Developed measures to monitor removal of bias in our systems.
- Staff recognising and self-addressing their biases.

### In 3 years we will have...

- All levels of the organisation clearly understand and reflect PHARMAC's commitment to Te Tiriti.
- Routine monitoring of our organisation's Te Tiriti o Waitangi compliance, and planning to address areas for improvement.

- Māori leadership at senior leadership level is in place.
- PHARMAC is a place where Māori want to work. The number of Māori staff experienced in mātauranga Māori and with strong ties to whānau has increased to match the proportion of Māori in the population.
- More Māori experienced in mātauranga Māori and with strong ties to whānau are on the Board, PTAC, expert advisory committees and advisory groups.

- PHARMAC is meeting Te Arawhiti guidelines for engagement.
- Māori trust and confidence in PHARMAC has improved.
- With Maori, we can identify how these relationships are making a difference for whānau Māori.
- Started engagement with iwi to understand how we could work together.

- Improved rates of Māori accessing funded medicines and related products (trend of decreasing equity gaps).
- Medicines access equity for Māori is on track to being achieved.
- Developed a plan to understand Māori inequities in access to hospital medical devices.
- PHARMAC can clearly identify how we are making a difference for Māori.

- PHARMAC Board, senior leadership team and managers are taking strong ownership of Te Whaioranga and Te Tiriti accountabilities.

- Routinely checking, reporting and addressing bias in our systems.
- Staff continuing to be aware of and addressing their bias.
- A culturally safe learning environment within PHARMAC.

# Te Tiriti o Waitangi

## Our commitment to Te Tiriti o Waitangi

The text of Te Tiriti o Waitangi, including the preamble and the three articles, along with the Ritenga Māori declaration<sup>1</sup> (“Te Tiriti”), is the enduring foundation of PHARMAC’s commitment to achieving best health outcomes for Māori in its work. PHARMAC is committed to and upholds the articles of Te Tiriti across all its work.

PHARMAC acknowledges it is in the early stages of embedding Te Tiriti into its policy and practice. The articulation of Te Tiriti principles below acts as a reference and guide for PHARMAC’s ongoing development and expression of its commitment to Te Tiriti.

Over time, the articles of Te Tiriti have been interpreted and expressed through a developing set of principles. The 2019 Hauora Report<sup>2</sup> recommends the following principles. These principles apply to our work:

- **Tino rangatiratanga:** We recognise and respect the right of Māori to have control over their own health and wellbeing. We support Māori in the exercise of tino rangatiratanga, through self-determination and mana motuhake in the design, delivery and monitoring of our work. We build enduring relationships and partnerships with our Te Tiriti partners.
- **Equity:** Māori are our priority population for all equity work. We consider inequitable access to medicines and poor health outcomes for Māori to be unfair, unjust and avoidable and we actively work to achieve equitable health outcomes for Māori.
- **Active protection:** Alongside our commitment to equity, we are well informed on the extent and nature of Māori health outcomes and what is being done to achieve Māori health equity. We actively protect tino rangatiratanga through increasing Māori participation in governance, leadership, management and decision making at all levels of PHARMAC. We ensure mātauranga Māori is given respect in any decision-making process.
- **Options:** We deliver for and work with whānau Māori in a sustainable, enduring and culturally appropriate way that recognises and supports the expression of mātauranga Māori.
- **Partnership:** We work in utmost good faith with Māori in the governance, design, delivery and monitoring of our work to ensure our mutual goals are met. We ensure our governance and management structure guarantees we have capability and capacity to deliver on our commitments. We continually broaden our understanding of te ao Māori and build our capability to deliver on all our priorities.

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<sup>1</sup> The Ritenga Māori declaration (often referred to as the ‘fourth article’) was drafted in te reo Māori and read out during discussions with rangatira concerning Te Tiriti o Waitangi. The Ritenga Māori declaration provides for the protection of religious freedom and the protection of traditional spirituality and knowledge. Te Puni Kōkiri (2001), A Guide to the Principles of the Treaty of Waitangi as expressed by the Courts and the Waitangi Tribunal. Wellington: Te Puni Kōkiri. pp.40-41.

<sup>2</sup> Waitangi Tribunal. 2019. Hauora: Report on Stage One of the Health Services and Outcomes Kaupapa Inquiry. Wellington: Waitangi Tribunal. pp. 163-164.





# Ngā pātuinga kia arahina ngā whakataunga e ngāi Māori

## *Partnering for Māori-led solutions*

A key success of Te Whaioranga is the long-standing relationships PHARMAC has established with Whānau Ora and Māori health workforces. Through these relationships and joint work programmes we have heard directly from whānau Māori over many years. These enduring relationships are key to improving Māori health outcomes.

PHARMAC's He Rongoā Pai, He Oranga Whānau programme, developed and delivered in partnership with expert Māori pharmacists and Māori doctors, has been running since early 2005. The wānanga are facilitated by some of New Zealand's leading Māori professionals in pharmacology and primary care. Through these wānanga, whānau Māori and those who work with them gain a better understanding of medicines and how to benefit most from them. What we have heard through the wānanga has helped us better understand whānau Māori access to medicines.

Mātauranga Māori and te ao Māori perspectives are essential to solve policy and practical problems and improve outcomes. The refreshed Te Whaioranga will help build on our current relationships to ensure we have a strong platform for Māori to influence and guide our work with and for and by Māori.



### **Māori nurses and PHARMAC - a shared commitment to improving Māori health and wellbeing**

Tōpūtanga Tapuhi Kaitiaki o Aotearoa (NZNO) and its relationship with Te Pātaka Whaioranga (PHARMAC)

An organisation that stands strong to its values of mātauranga Māori and te ao Māori perspectives is Te Rūnanga o Aotearoa, which sits inside Tōpūtanga Tapuhi Kaitiaki o Aotearoa, the New Zealand Nurses Organisation (NZNO).

Te Rūnanga o Aotearoa represents the concerns and interests of its over 3,800 Māori nurses, midwives, kaimahi hauora, health care assistants and allied health professionals. It leads NZNO in the development of policy pertaining to Māori and provides advice about implementation. Their priority is to ensure that essential tikanga is upheld and that the wider kaupapa of NZNO reflects Te Rūnanga values.

NZNO Kaiwhakahaere Co-President Kerri Nuku acknowledges the relationship with Te Pātaka Whaioranga is a special one, built over the past eight years. "We are very grateful for the support given by Te Pātaka Whaioranga to our Māori nurses. There is real whanaungatanga in our relationship because of our shared commitment to improving Māori health and wellbeing."

Te Pātaka Whaioranga supports Māori nurses by sponsoring the annual Tapuhi Kaitiaki awards at the Indigenous Nurse conference. PHARMAC and Te Poari o Te Rūnanga o Aotearoa created the Tapuhi Kaitiaki awards to acknowledge the crucial role of Māori nurses and to support nurses' studies, clinical practice, and professional development as they continue to support the wellbeing of whānau.



*“Māori nurses are the largest Māori health professional workforce,” explains Sarah Fitt, PHARMAC Chief Executive, “They add incredible value with their clinical and mātauranga Māori expertise and strong connections in communities and whānau Māori.”*

Following successful delivery of He Rongoā Pai, He Oranga Whānau wānanga in partnership with Te Rūnanga o Aotearoa, we intend to continue to explore and build on this key relationship.



### **Te Pūtahitanga o Te Waipounamu, Whānau Ora and PHARMAC**

Helen Leahy, Pouārahi (chief executive) of Te Pūtahitanga o Te Waipounamu, believes that financial support provided by PHARMAC allows her organisation to reach and support diverse audiences in quite unique ways.

Te Pūtahitanga o te Waipounamu is the Whānau Ora commissioning agency in the South Island.

There are over 230 whānau entities that make up the South Island Whānau Ora collective response, as well as 100 FTE in our NavNation (Whānau Ora Navigators).

“The majority of our funding comes from Te Puni Kōkiri,” explains Helen, “but because of our joint interest in health literacy and issues of access equity PHARMAC agreed to provide \$350,000 over three years for projects that specifically focus on issues of community health for whānau Māori.

“PHARMAC funding has enabled us to reach those communities hardly reached. Not hard TO reach, hardly reached. Those whom mainstream services are not reaching out to engage with, those who have diverse needs which are overlooked by conventional services.”

The hauora events can focus on any aspect of health and wellbeing which is sought by the particular communities. Ten events a year are arranged by the local communities for their whānau, which mean the impact is more significant and more meaningful.

Two events immediately come to mind for Helen as unique events with big impacts for their whānau. The first was coordinated by a barber in Aranui, Christchurch, where Māori and Pasifika young people were encouraged to come in for a haircut and talk about any other issues that they might feel comfortable about sharing, such as the impact of drugs and alcohol or youth mental health. The second event was called ‘Healthy day at the Pā’. The event was for kaumātua from three Christchurch marae where they focused on healthy eating, understanding medication, recreational approaches such as sit and be fit and areas of particular interest to the group including financial scams or dementia.

PHARMAC’s partnerships with Whānau Ora acknowledge the incredible impact Whānau Ora organisations have working with whānau Māori. Providing funding for events like these is one of the ways we support a ‘by Māori, for Māori’ approach to improve health outcomes. These important relationships give PHARMAC greater insight into the communities we work with.

# Ngā mihi

## *Our thanks and acknowledgement*

In undertaking this refresh of Te Whaioranga, which has been a key part of PHARMAC's work since 2001, we were mindful of the input from Māori into its development and its long history.

We considered it important to update Te Whaioranga strategy to respond to recommendations from recent Waitangi Tribunal inquiries, and to strengthen and provide direction to PHARMAC's organisational strategy and Statement of Intent.

We worked with Māori at governance and advisory levels, and we contracted Māori-led agency Te Amokura Consultants to help us manage the process of the refresh.

A special thank you to our kaumātua, Bill Kaua ONZM, Dr Kathie Irwin and John Whaanga for their time, expertise and guidance in governing the development of the strategy.

Our thanks and acknowledgement for the feedback, insights and guidance provided by the Te Whaioranga Project Advisory Group, Whānau Ora and Māori health professional partners and our Consumer Advisory Committee.

We especially want to thank whānau Māori who over the last 20 years have shared their experiences with us. Te Whaioranga aims to honour what we have been told and respond to the solutions that have been offered.

**Ehara taku toa, I te toa takitahi  
Engari, he toa takitini**

Success is not the work of one, but the work of many.



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# Te timatanga

## *The beginning*

Te Tīmatanga, the waiata, has been composed for PHARMAC staff use. It was composed and gifted to PHARMAC by matua Whetū Tipiwai, kaumātua of the New Zealand Māori All Blacks.

The waiata is conceptually similar to the haka performed by the team before every match and spins off well-known Māori folklore relating to the creation of the world the separation of Ranginui and Papatūānuku by their children.

The waiata talks about climbing to the highest peaks of lofty mountains, resonating achievement and ambition.

The waiata goes on to describe the importance of whānau and the achievement of all-round wellness, embracing the Whare Tapa Whā holistic health model created by Professor Sir Mason Durie.

### Te Timatanga

Ū, ū  
E te tīmatanga e (echo)  
Ko te pō nui, ko te pō roa  
Āue ko te kore  
Wehe nga mātua e  
Here ngā tāngata e  
He toa rangatahi  
He toa rangatira

Whakakī ki te maunga  
Tae atu ki te whenua  
Āue  
Hoki ki te rangi  
Tae ki te puke runga  
Piki ake ki te ara poutama  
Ki ngā taumata e.

(2x) Wairua hinengaro  
Me te tinana e.  
Tae ātu ki a tātou katoa  
Āue, te whānau e.  
Ū, ū

### The Beginning

Be established  
In the beginning  
There was the big and long  
darkness

And there was the nothingness  
Through the separation of the  
parents

Came the permanence of the  
human form  
Youthful passion  
The creation of a chief

Be fulfilled by the mountain  
As it is on the land  
Great balls of fire  
Return to the heavens  
As you rest  
(However) ascend along the  
path of achievement  
and fulfil your ambitions

The spiritual intent,  
the mind and the body  
are infused in all of us  
as well as our family  
Let us rest and rejoice











# PHARMAC

TE PĀTAKA WHAIORANGA

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Pharmaceutical Management Agency  
Level 9, 40 Mercer Street, PO Box 10254, Wellington 6143, New Zealand  
Phone: 64 4 460 4990 - Fax: 64 4 460 4995 - [www.pharmac.govt.nz](http://www.pharmac.govt.nz)  
Freephone Information line (9am-5pm weekdays) 0800 66 00 50

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