

Media Release

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Hawke's Bay Tourism Board announces new Māori representative

Hawke's Bay Tourism is pleased to announce the appointment of Hinewai Hawaikirangi as the new Māori representative on the Hawke's Bay Tourism Board taking over from Mike Mohi.

Mike Mohi was appointed to the Hawke's Bay Tourism Board in 2015 and has led the organisation in establishing a permanent Maori Board position. Mike Mohi has played an integral role in establishing this role and a stronger focus on Maori culture within the wider organisation.

Hinewai Hawaikirangi, a former Science and Te Reo Māori secondary school teacher whose tribes are predominantly *Ko Ngāti Kahungunu me Kai Tahu ngā iwi*, and her fiancé Cameron Ormsby, an Environmental Health Scientist of *Ngāti Maniapoto* tribal descent, started Napier Māori Tours in mid-2017.

Napier Māori Tours provide intimate cultural experiences to visitors while journeying through the region's ancestral mountains, lands, waters, and history. The business has already gained a Gold Standard Qualmark Award which acknowledges the value placed on the environment, and their efforts to create a sustainable tourism business.

Napier Māori Tours was recognised at the recent Hawke's Bay Tourism Awards where it won the Culture and Heritage Award, and was a finalist in both the visitor experience and supreme award categories. Hinewai and Cameron also competed at the New Zealand Māori Tourism Dragon's Den awards, winning the 2019 China New Zealand Year of Tourism category.

"I am very pleased to be joining the Hawke's Bay Tourism Board," says Hinewai. "As a young Māori woman, I believe that I'll bring a unique and diverse perspective to the tourism industry that will aim to add value."

"I hope to support the growth of our Hawke's Bay tourism industry, through the support for new businesses and the strengthening of existing ones. I see the emphasis on sector sustainability as a priority area for our industry and believe I can provide insights and a perspective that will enhance our growth when looking towards the future."

Hawke's Bay Tourism's chair George Hickton commented "we are delighted to have Hinewai join the Hawke's Bay Tourism Board. Her vision for Māori tourism, and her passion and commitment to the region will add huge value to the Board and the direction of the organisation. We can't thank Mike enough for the leadership he has shown in establishing this position within our organisation, his guidance has been invaluable".

For more information:

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About Hawke's Bay Tourism

Hawke's Bay's Tourism's vision is for tourism to be a vibrant and valued contributor to the region's economy. Hawke's Bay Tourism's mission is to get more visitors here, doing more, staying longer and coming back.

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