

Resorts

Maori International Limited already has on hand a preliminary study completed by professional Hawaiian consultants which indicates quite clearly high potential for at least four maori projects in the North Island costing in total approximately \$40 million. Maori International Limited plans to discuss this potential with the respective maori tribal groups and land owners with the intention of negotiating appropriate contractual arrangements that will lead to successful tourist operations.

Whilst the potential is clearly very large, the intention of Maori International Limited is to encourage establishment of projects on a progressive basis within the sensible limits of finance available either to the company or to potential operators. These projects could embrace the development of camping grounds, auto-lodges, resorts and high quality hotel, shopping and other services.

'Hand-Crafted Products'

In New Zealand today a wealth of artistic talent produces a diverse range of carvings, weavings, pottery and wool and leather hand-crafts. Young maori people have become more heavily involved in the carving of wood, bone and jade. Weavings in both traditional and contemporary style are also a new and exciting field. These distinctive artistic skills can have a marked and valuable impact on modern consumer products.

In keeping with its philosophy of seeking greater opportunities for New Zealanders Maori International Limited plans to harness this talent through its commercial organisation which will help the development, design, financing and marketing of products of the 'hand-craft industry'.

These products will be marketed locally through three retail outlets based in Auckland, Wellington and Rotorua. Maori International Limited also plans, as opportunity offers and finance allows, to market products internationally and has already begun discussions with major retail stores in New York, St Louis, San Francisco and Hawaii.

New Zealand Maori Arts and Crafts Institute — Rotorua

As part of this phase of its operations, Maori International has entered into discussions with the Government and New Zealand Maori Arts and Crafts Institute of Rotorua with the objective of promoting this already successful operation in Rotorua as a cultural and recreational centre. Negotiations are still continuing.

Land Products — forestry, horticulture.

Forestry

Forestry has become increasingly important in New Zealand over recent years.

Although the maori people own substantial areas of land well suited for forestry they have seldom been involved in forestry development as managers. Traditionally the maori land owners have left such land idle or leased it to state and private developers. Their revenues have come from stumpage or imputed rental values, while the benefit of the forest development itself has been largely taken by the developers.

Several groups of Maori land owners in Northland, Rotorua, King Country and the East Coast have indicated their willingness to work with Maori International Limited in making land available for forestry.

In order to develop this potential Maori International Limited intends to join with maori land incorporations, Trusts and land owners through joint participatory arrangements such as unincorporated joint ventures or a maori forestry consortium.

Initially, Maori International Limited will undertake feasibility studies in order to identify specific areas for potential forestry development.

Maori International Limited will also maintain a consultancy role contributing forestry expertise, finance planning and marketing information.

Maori International Limited also intends to develop forest farming — an activity designed to maximise the best end-use for various land types as well as optimising conditions for forestry growth. Forest farming has particular advantages for Maori International Limited as the initial heavy capital expenditure of forestry can be offset by revenues earned from grazing animals.

Horticulture

Horticulture is one of New Zealand's most promising growth industries. Maori International Limited intends that maori land owners will become more involved in horticulture. Confidence had been brought to the industry by the successful export of kiwi fruit and vegetables, and in recent months investment has increased in hydroponics — growing crops in glass houses in nutrient rich water.

Some individual maori farmers and Trusts are, in fact, already growing kiwi fruit, grapes, avocados and blueberries. Some have begun using hydroponics. Maori people, of course, have long traditions of successfully growing kumara, potatoes, sweet corn, pumpkin, water-melon and green vegetables.

What is now needed is the provision of more technical knowledge and capital, better financial management and better controlled marketing.

Kia haere mai te Atakura
He tio
He Huka
He Hauunga

Let the red tipped dawn
Come with a sharpened air
A touch of frost
And the promise of a glorious day.

Prospectus available from

- Maori International, PO Box 5078, Wellington.
- any branch of BNZ
- Maori Trustee offices at Dept. Maori Affairs.
- most maori organisations