



Malcolm Henare at his Matamata blueberry patch... "I think I've run out of relations now..."

a constructive way of easing the unemployment problem in the district.

Three years ago, Mr Henare, a production manager at Tidmarsh Engineering in Matamata, only had his dreams. Like many others, he didn't have much idea of how to start up his own business.

There were a host of legal, technical and financial questions which needed answering.

Luckily for him, some go-ahead people in the Maori Affairs Department were aware of the problem, and few years ago began organising business development courses for Maori people wanting to start in business.

Mr Henare attended one of the nine-week courses in Wellington in 1980, and found it made all the difference.

"The best part of the course was learning how to put my ideas down on paper in a plan which would impress the financiers," he recalled.

"It gave me a totally different outlook on what I needed, especially from a banker's point of view."

With what he learned at the course, Mr Henare was able to put together a budgeted plan of development to present to potential financiers, who, he pointed out, do not lend on dreams.

He started at the Rural Bank, which was keen to lend him the money if he could wait 12 months and if he acquired

some horticultural experience. (He planted a crop of kumaras, which seemed to satisfy them).

He eventually succeeded, at the Maori Affairs Department.

He found bureaucrats hard to deal with, and he had to persist.

He was just a Queen St farmer, they said. He wasn't experienced in horticulture, they said. And anyway, his land was on a Europeanised title and the department couldn't lend money for projects on such land.

Malcolm Henare found ways around all these problems. He took horticultural courses, he swung a deal with the Inland Revenue waiving the tax on his earnings at Tidmarsh's if he invested it in the business, and someone in Wellington sorted out the land title objection.

In the end, the department lent him the money, and since then he and his family, and one paid helper, have been hard at it evenings, weekends and holidays.

The only machinery he has bought new is a tractor. As an engineer he has been able to build the rest of his equipment himself, at a fraction of the cost.

He'll take his first commercial crop off the plants at the end of this year, and in five years' time he predicts he'll be running the orchard full-time, with more blueberries, some gooseberries, and a house for the family on the land too.

Maybe then he will have convinced some of his people that business is not just for pakehas.



Eric Tamepo

Eric Tamepo works as executive officer with the Council for Maori and South Pacific Arts and has recently moved to Wellington to this position.

His task is to provide executive and advisory services to MASPAC and provide guidance and advice on cultural matters to Maori and Pacific organisations.

Eric Tamepo was born at Te Arorua, north of Tokomaru Bay, attending Te Puia Springs primary school, and secondary school at Dannevirke and Hastings.

He joined the Forest Service and continued to work in forestry in both Government and private organisations.

In Kaiangaroa in the 60's he helped form the first Maori Committee which dealt with social welfare and was also a member of the South Tuhoe Maori Executive Committee during this period.

On moving to Wairarapa Eric continued his work in the Maori community and was chairman for five years of the Kahungunu ki Wairarapa cultural group. He composes waiata and haka.

Before taking up his present position, Mr Tamepo was a member of the Maori Committee of Masterton and spoke on the Te Oreore Marae.

While he continues to support traditional Maori art he has a particular interest in helping artists who are interpreting Maori art in a contemporary way. He believes that through such work, when it is carried out within a Maori context with traditional Maori spirit, Maori art will continue to progress.