



**HĀPAI TE HAUORA**

— MĀORI PUBLIC HEALTH —



*Hāpai te Hauora | Māori Public Health*

# **Annual Report**

2022 - 2023





E noho ana anō i te pakiaka o Rātā-tuku-whakamaru  
Kia whakarongo-rua aku taringa ki ngā takinga mai e rarā mai nā  
He pānuitanga iho kia ai rā te titiro ki Taupiri  
Ki te mauri o te motu Kīngi Tūheitia Pōtatau Te Wherowhero Te Tuawhitu  
Amohia ake te ora o te iwi kia puta ki te whaiao ki te ao mārama  
Kia hoki kōmuri e au ki Te Pou o Mangatāwhiri ki te ohonga ake o taku  
moenga, Ki Te Puea Hērangi  
Nāna i whakahau ake nei "Mahia te mahi hei painga mo te iwi"  
Ko Te Raukura Hauora ka titi nei ki te pane Ōtāhuhu-o-te rangi  
Rongorongo te wahine i whītiki herehere ki ngā kawenga i Rangiātea  
Te komotanga ake o taku manawanuitanga  
Hei kawē i ahau ki Te Kahu-o-Taonui  
Nau mai rā, ka piki tāua ki Te Kawerau-a-Maki  
Te kōhanga nui o ngā iwi o te motu I tauheretia ai ki raro rā ki Waipareira...  
Whītiki herehere ki te rangimārie, ki te kotahitanga  
Ko te amorangi ki mua ko te hāpai ō ki muri  
Nau mai tāua te manu o te tau kūi kūi, whiti, whiti ora!



E ngā mana, ngā ihi, ngā wehi, ngā kanohi mohorīriwai o te ao hauora, tēnā  
rā koutou katoa. Mai i te hiku o te ika ki te upoko, whakawhiti i te Moana o  
Raukawa ki Te Wai Pounamu, ki Rakiura, tāwhana kau atu ki Rēkohu,  
ki Wharekauri.  
Huri taiāwhio i te Moana Tāpokopoko a Tāwhaki ki te Moana nui a Kiwa,  
e papaki mai rā ngā tai ki Hawaiki nui, ki Hawaiki roa, ki Hawaiki pāmamao,  
te hono i te wairua ki te whai ao, ki te ao mārama.

Kei ngā maunga whakairinga kōrero, ngā awa tuku kiri, ngā wai whakaterere  
taniwhā, tatū noa ki ngā marae kāinga o rātou mā, piki mai, kake mai ki  
runga ki tēnei kawenga kōrero o Hāpai Te Hauora e whakatairanga nei i te iti  
me te rahi o ngā kaupapa o te wā, hei painga mō te iwi nui tonu.

Tomo mai rā ki tēnei whare kōrero, e ao ai te mihi ki a koutou i tō mai, ā, e tō  
tonu nei i te hauora o te iwi i te ngutu o te pari, kia toi te ora, kia toitū te  
ora, kia whanake te ora. E te iwi, kia whakairihia i runga i ngā taumata kōrero  
o rātou mā, whiria he kaha tuatinitini mōu, kia eke ki te rangi tuatahi,  
kia eke ki te rangi tuarua, kia eke ki te paepae roa o tūturu o whiti  
whakamaua kia tina!

Hui e, tāiki e!







**HĀPAI TE HAUORA**  
MĀORI PUBLIC HEALTH

## CHAIRPERSONS STATEMENT

I am honoured to present this year's Chairperson's Report for Hāpai te Hauora. As the Chair of the Board, I take pride in reflecting on a year marked by profound transformation and unwavering commitment to our mission. I would like to express our sincere gratitude to our outgoing CEO, Selah Hart, as she embarked on a new journey with Te Aka Whai ora - the new Māori Health Authority. We mihi to her for the legacy she leaves behind, a legacy that will undoubtedly continue to benefit our organization and the communities we serve.

I would also like to extend our heartfelt acknowledgment to our Interim CEO, Jason Alexander, for his leadership during this transitional period. His dedication and expertise have been instrumental in guiding us through the challenges and opportunities we've encountered.

Together, we have witnessed the closure of significant chapters and the exciting onset of growth, embodying

the vitality and resilience that define our organization.

The enactment of the Pae Ora legislation represents a monumental shift within New Zealand's health sector—a shift towards a future that Hāpai has long envisioned and tirelessly advocated for. This change aligns perfectly with our strategic objectives, and as a Board, we have taken proactive steps to ensure that our organization not only adapts but thrives within these new paradigms. Our commitment is to establish an infrastructure as dynamic and enduring as the communities we serve.

The past year tested our collective spirit and resilience in the face of natural adversities. However, Hāpai Te Hauora demonstrated an unwavering dedication to our whānau during these challenges. I commend our dedicated staff for their swift and compassionate response, showcasing the inherent strength and unity within our teams. Their actions not only

provided immediate relief but also reinforced our role in nurturing long-term resilience among the individuals we advocate for and support.

As we look to the future, we are well-prepared to embrace the evolving health landscape with a clear vision and a strong foundation, ensuring that we remain at the forefront of public health advocacy and service delivery.

The Board deeply appreciates the unwavering dedication and hard work of our staff. Their tireless efforts, particularly in the face of the ongoing challenges of recent years, have been instrumental in maintaining our momentum towards our ultimate goal: Oranga Tangata, Oranga Whenua.

The road ahead may be challenging, but with our collective commitment, we are poised to face these challenges head-on.

[John Tamihere](#)





## CHIEF EXECUTIVE STATEMENT

The past financial year has seen the closing of many chapters of the Hāpai story, and bids welcome to fresh growth and renewed energy within our organisation. As Interim CEO, it is only right that I acknowledge those who have set us on the course we are on today. It is with a deep sense of gratitude and reflection that we acknowledge outgoing CEO – Selah Hart. As she embarks on a prestigious journey with Te Aka Whaiora - the new Māori Health Authority, we extend our heartfelt mihi to her for the legacy she leaves behind, a legacy that will undoubtedly continue to benefit our organisation and the communities we serve.

This year has been pivotal for Hāpai te Hauora and the Health sector at large. We have witnessed significant milestones that will shape the future of healthcare in

Aotearoa. The incoming Pae Ora legislation has been the catalyst for an unprecedented transformation within the health system, for which Hāpai has advocated for, for many years. This transformation has not only been conceptual but also tangible for us at Hāpai te Hauora, as we have actively worked towards futureproofing our organisational structures and systems. Our goal has been to ensure they are flexible, malleable, and fit for purpose amid the health reforms, enabling us to respond effectively to the evolving needs of any health system changes, but more importantly, to be ready to respond to the needs of whānau.

Our journey through the past year has been one of both triumphs and trials. Early in 2023, we faced the formidable challenge of extreme weather events with flooding in Tāmaki

Makaurau and Te Tairāwhiti, shortly followed by Cyclone Gabrielle, which decimated parts of Tairāwhiti and Kahungunu, costing lives and livelihoods. The resilience of our whānau was once again tested as they dealt with the aftermath of these events.

As Hāpai te Hauora, we stood strong in the face of adversity, swiftly mobilising resources and support to those affected. Our response to these events has been a profound testament to the strength and unity of our communities. We have not only provided immediate relief but also continued to advocate for and implement longer-term strategies to bolster the resilience of our whānau against future natural challenges.

As Interim CEO, I am honoured to lead a team that not only anticipates change but

embraces it. In these times of change, Hāpai has fortified its position as experts in public health policy, advocacy, and service delivery. We have ensured that our reach extends deep within the communities we serve, championing their needs, and amplifying their voices. We remain vigilant in our practices, constantly ready to activate and adapt, ensuring that we are always in the best position to achieve optimal health outcomes for whānau. Our agility and resilience have proven to be one of our greatest strengths, allowing us to navigate through complexities with foresight and precision.

As we step into the future, we do so with the confidence that our foundation is robust, our vision is clear, and our team is empowered. We are poised for the challenges and opportunities that lie

ahead, and we will continue to work tirelessly towards our goal of Oranga tangata, Oranga whenua – healthy lives sustained by healthy environments.

My final acknowledgement is to those kaimahi right across the health sector, who, for almost three years, gave their time and energy towards combatting the COVID-19 pandemic and its ongoing impacts on whānau. We know the work hasn't finished yet, as we look to combat the challenges ahead, but Pae Ora looks closer than it ever has.

*Maori Ora Mauri Ora*

**Jason Alexander**  
Interim CEO Hāpai Te Hauora





# O TĀTOU UARA - MĀORI ORA MAURI ORA

Hāpai Te Hauora over a period of 20 years has developed a value based model, Māori Ora Mauri Ora. Hāpai use it as an advocacy and skills development tool for Māori and non-Māori, recognizing the importance of embedding tikanga Māori values into the core activities of public health.

As part of the re-branding strategy for Hapai undertaken in 2015/2016, we commissioned the revitalisation of the Māori Ora Mauri Ora graphics in line with 20 years of operation for Hapai. We acknowledge the many kaumātua/kuia and kaimahi who contributed to the original Māori Ora Mauri Ora designs and whakapapa, as well as Gordan Hadfield for the imagery he designed that has been utilized up until this point. We look forward to utilizing this model to inform our work going forward. We acknowledge Geoff Popham for the creation of the revitalised designs.



## Tangihanga

Ko te taonga tohu o te TANGIHANGA e whakaatū ana te hikoitanga o te orangatanga. I roto i taua hikoitanga ko ētahi o ngā takunetanga ara ko te wā o te pāpōuri, o te whāinga hei tutuki ā me te harakoakoa te whakanui hoki.

The TANGIHANGA tohu is the illustration of a life journey. In that journey there are occasions of great sorrow, achievements and celebration

## Pono

Ko te taonga tohu o te PONO e whakaatū ana te rere whakawaho o te moko mai i te mangai. Ki a maumahara ae ko te moko he taonga mau ana ki waho heoi he atārangi mo ngā tūmanako, ngā uara me ngā mātāpono mai roto ke.

The PONO image illustrates how the moko flows outward from the mouth. This is a reminder that the moko is something that is only worn on the outside but a reflection of those ambitions, values and principles from within



## Tika

Ko te taonga tohu o te TIKa ara ko te arero e tohu ana te ngākau pono, te kanohi tipuna me te whakapapa, ā ko te tohu a te koru ko te pūrere whakarite o te oranga.

The unique feature of TIKa is the Arero which represents integrity, the Kanohi - tipuna and whakapapa and the koru provides balance in life.



## Tautoko

Ko te taonga tohu o te TAUTOKO e whakaatū ana te tū o ngā pou-pou e toru, Te Pou Tāhu, Te Pou Toko Manawa, Te Pou Tua Rongo, ā me te kaupapa o Te Kurutao e miramira ana i te whero e tino mōhio ana he kaupapa pakanga tēnei o te Ao Māori.

The TAUTOKO image is illustrated by the three supporting pou-pou, Te Pou Tāhu, Te Pou Toko manawa, Te Pou Tua rongo, as well as the kurutao highlighted in red which is a well-known battle formation of the Maori



## Whenua

Ko te taonga tohu o te WHENUA e whakaatūria te here ki te awa, te ngahere, ngā maunga me Papatūānuku. Te tohu o te WHENUA ka whai whakaaro ki ta tātou hono ki te taiao, ki ngā hitoria, me o tātou taonga tukuiho.

The WHENUA image is the representation of the awa, ngahere, maunga and Papatūānuku. The WHENUA tohu reflects our connection to the environment, history and heritage



## Mātauranga

Ko te taonga tohu o te MĀTAURANGA e whakaatū ana ngā kete o te mātauranga otirā Ngā kete Wānanga – Te Kete Tuauri, Te Kete Tuatea, me Te Kete Aronui. Ngā Kete nei e maumahara ana mo ngā wero i tāea a Tane ki te pēhi, ki te tāmi i roto tana whai ki a tarekatia te hopu te mātauranga.

The MĀTAURANGA image is illustrated by the three baskets of knowledge. Nga Kete Wānanga - Te Kete Tuauri, Te Kete Tuatea & Te Kete Aronui. Nga Kete reminds us of the challenges that Tane overcame in his quest to attain knowledge.



## Manaaki

Ko te taonga tohu o te MANAAKI e whakaatū ana Te Mangopare Te Ururoa ā me tāna kōrero hoki ki te whakatinana te wāhanga ki tōnā kaha me tōnā maia.

The MANAAKI image is illustrated as Mangopare Te Ururoa, the hammer head shark. Mangopare represents strength and determination



## Aroha

Ko te taonga tohu o te AROHA i titotia mai te maha o ngā tōrino e mahi tahi ana ki a whakaatū te kotahi tangata me te whānau e tipu ana e whakawhanake ana ki a tāea te whakawhiriwhiri ki te hono anō.

The AROHA image is composed of many spirals working in harmony and illustrate individual and whānau growth and development which can be intertwined and merged



O TĀTOU KAIMAHI - OUR WORKFORCE

35

kaimahi

25

Māori

7

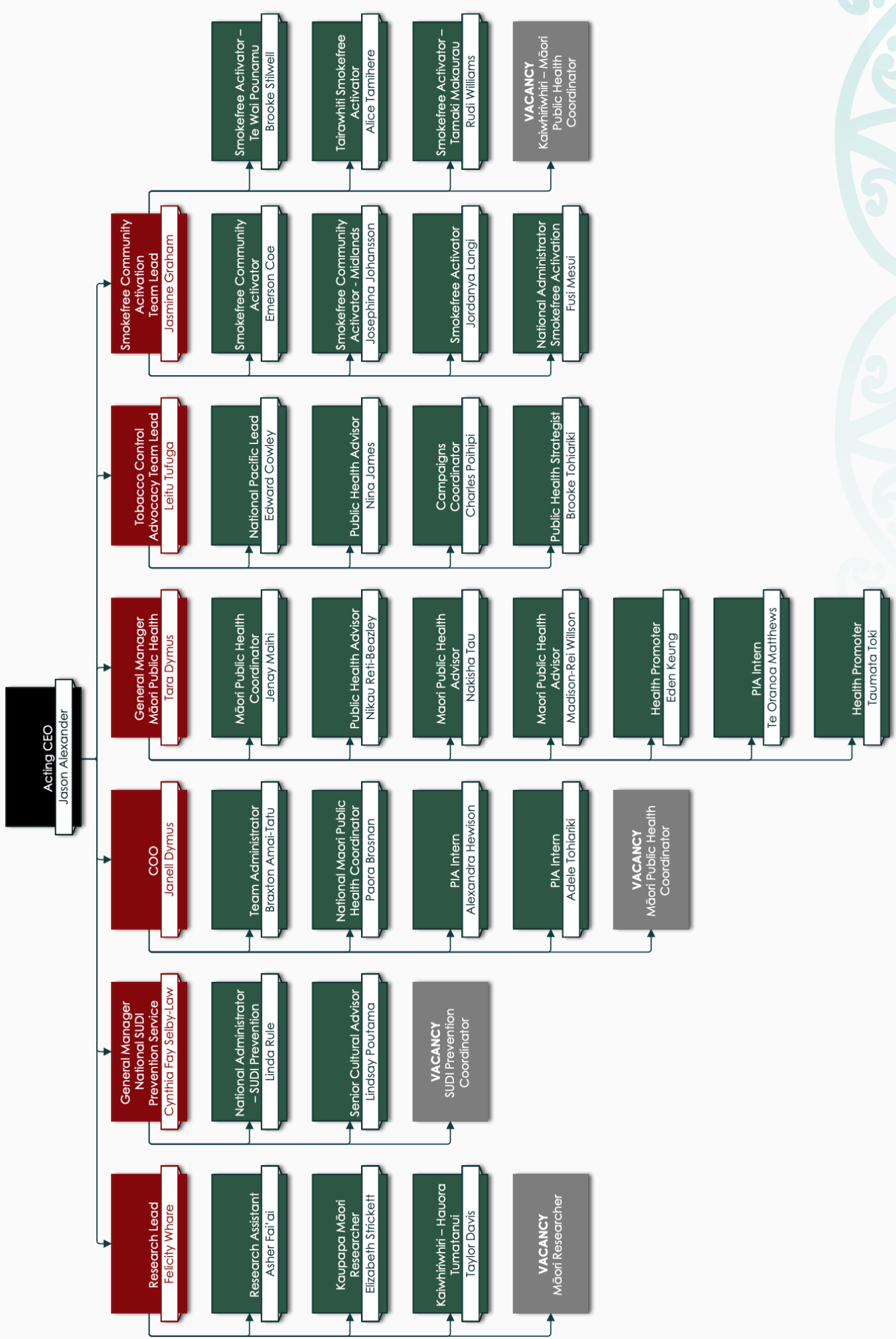
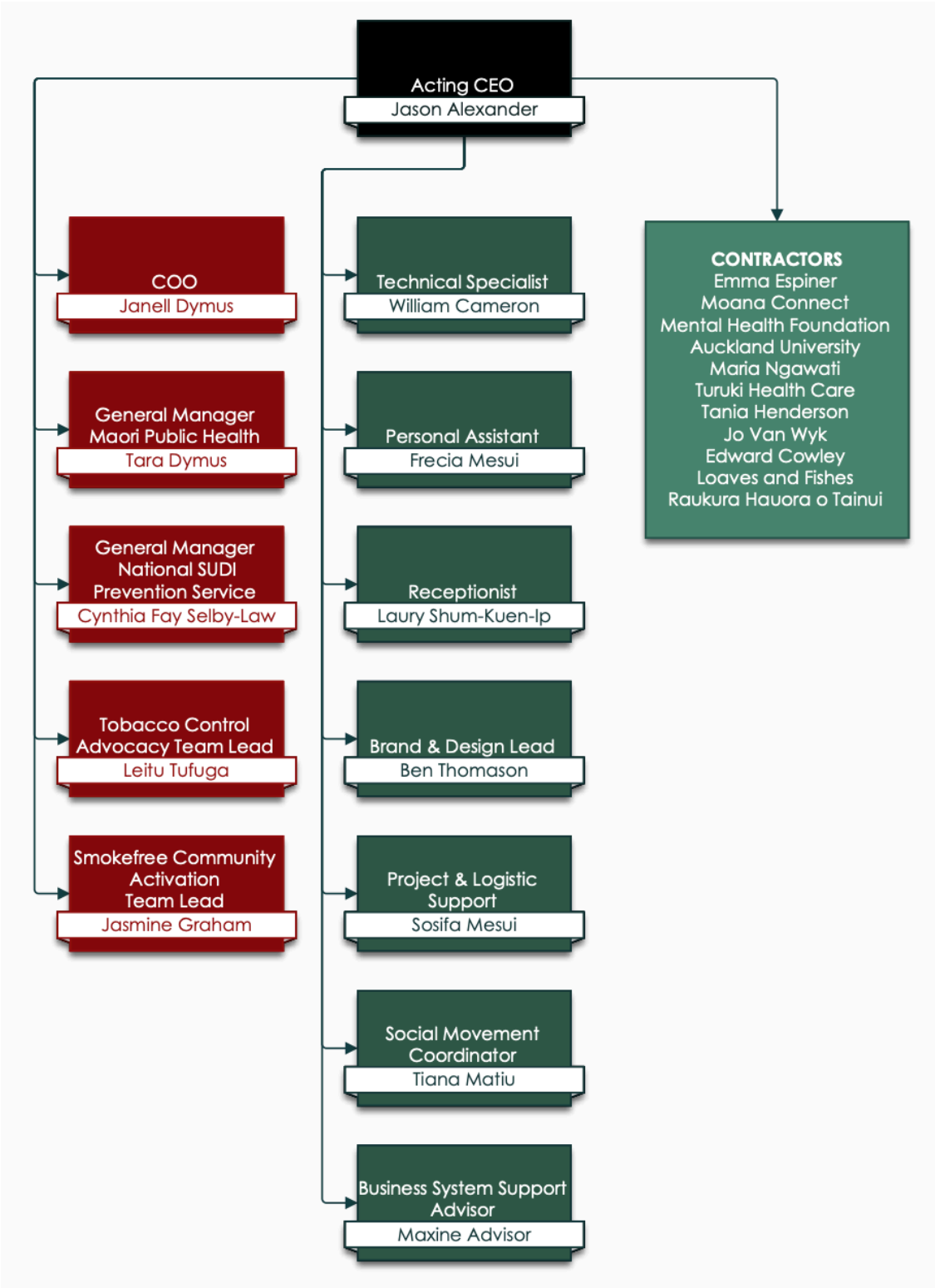
Pacific Island

2

Pākehā

1

African







MĀORI  
PUBLIC  
HEALTH  
LEADERSHIP





## MĀORI PUBLIC HEALTH LEADERSHIP

*“Tawharautia, ko te mana whakahaere o te whānau whānui”*

The Māori Public Health Regional team continues to perform a critical role as the founding program of Māori Public Health for Hāpai te Hauora.

Throughout the year, our team has been instrumental in providing whānau and communities with vital tools and resources to address local health needs effectively. Our approach has been responsive, with all initiatives arising from thorough needs assessments of our communities. Despite the challenges brought by health sector uncertainties, the team advocated fiercely for services like mirimiri (massage therapy), which we made accessible for free under ACC. Such advocacy led to important legislative pushes, exemplifying community resilience and proactive health protection.

The core business of our Regional Māori Public Health Team covers the following key areas:

- Nutrition and Physical Activity Promotion
- Alcohol and Other Drug Harm Minimisation

- Gambling Harm minimisation
- Tobacco Control and Smokefree Promotion

We continue to solidify our position as a trusted source of health information for Māori communities, where our resource creation strategy has evolved, recognizing the changing ways in which whānau consume information. From interactive booklets to social media stories, we have strived to present information in engaging formats that resonate with our communities. These resources, albeit difficult to quantify in impact, have been crucial in shaping health decisions within whānau, as evidenced by social media engagement and anecdotal feedback.

In the realm of policy and research, our submissions to councils, our petitions, and workshops all formed the evidence base of our advocacy work, guiding the formation of health policies that resonate with Whānau Māori in Tāmaki Makaurau and beyond. Our work extended to community-driven evaluations,

such as those exploring the impact of physical activity on whānau Māori during the COVID-19 lockdowns. There remains a critical need to acknowledge the value and expertise that whānau bring to health research, moving beyond treating them as mere participants to recognizing them as the true experts of their own narratives.

As we reflect on this year's journey, we recognize that our story is one of unity, growth, and an unwavering dedication to the health and well-being of our people. We honour the strength and knowledge of our whānau, and as we look to the horizon, we commit to continuing this voyage, guided by the stars of our ancestors and the aspirations of our descendants.

Mental health, particularly influenced by the stressors of economic pressures during school holidays, was mitigated through innovative Whitiara workshops. These workshops offered activities such as tukutuku, waihangā poi, and wāhi āio, addressing spiritual and mental health needs

through culturally relevant practices. Our team carried programs like Ira and Mai te Kopu, focussing on the health of various demographics in various ways - from tamariki to kaumātua, and everything in between.

Our team was instrumental in facilitating resourcing and support to communities in West Auckland, South Auckland and Muriwai, who were affected by the floods in early 2023, with our key projects seeing us reallocate resourcing to meet the needs of the communities in such circumstances.

In response to the floods, and the ensuing cyclone, our team put out a call through social media to whānau who were affected by the flooding, for back to kura support. Support offered to whānau came as a broad range of responses in order to meet the immediate needs of whānau, including:

- AT Hop cards to help with transport to and from kura.
- Warehouse Stationary vouchers to support whānau in purchasing stationary for their tamariki.
- The Warehouse vouchers as The Warehouse provides local school uniforms instore.
- Z Energy gas vouchers to help with transport needs.

- Food parcels that included staple items for the whare.
- Wahakura to support those who have pēpi.
- Additional support that whānau may have needed.

South Auckland had the highest number of applications for our Back 2 Kura packs, having delivered to 191 whānau. West Auckland having the second most applications delivering to 101 whānau. North Shore also had whānau that applied for the back 2 kura support packs and having a small number of applications from East Auckland, Central Auckland and outside of Auckland. Our tautoko reached whānau in Hamilton, Kaipara, Wellsford and Warkworth.

### **Māori Public health national**

Leveraging Hāpai te Hauora's 25 years of dedicated service in Tāmaki Makaurau as well as the past 10 years of national service coordination, we have broadened our māori public health activities to operate on a national level. This expansion has enabled us to connect with a wider range of communities, cultivating existing relationships and establishing new ones to reinforce the infrastructure of Māori public health across Aotearoa. By engaging with communities, leaders, and policymakers, we have actively worked to interweave

traditional knowledge with contemporary health practices, ensuring that the narrative of Māori public health is both honoured and progressed.

This year, our team at Tūmatawhānui has embarked on a journey to elevate and celebrate the essence of Māori public health in all of the nuanced ways that it shows up and facilitates wellbeing within whānau, hapū, iwi and hāpori. With a vision deeply rooted in advancing indigenous sovereignty, we have worked to foster environments where te āo māori is not only acknowledged but is integrated as a core element of Māori Public health in action. The roots laid down by Hāpai te Hauora over the last quarter-century have provided us with a strong foundation from which we have grown. Through this national expansion, we have not only increased our engagement with a broader spectrum of communities but also strengthened the collective capacity to advocate for and implement holistic health strategies that resonate with Māori values and principles.





# MĀORI PUBLIC HEALTH LEADERSHIP

*“Tawharautia, ko te mana whakahaere o te whānau whānui”*

In reflecting on some of the highlights within the national Māori public health program of work, Tūmatawhānui was able to deliver on the following:

- Te Reo Hauora – National Hui of significance for Te Reo māori in Health.
- PIA Strategy – Cultivating Future Health Learners and Leaders
- Toi te Reo Kura Reo – Language advancement wānanga for Māori Health Workforce
- Matariki Ahunga Nui Wānanga – Celebrating Matariki across the country.
- Hou te Kura National Alcohol Harm minimisation wānanga
- Te Matatini Herenga waka – Kapa Haka

The Te Reo Hauora symposium was a particularly bright spot in our calendar, drawing health professionals, policy makers, and community advocates together to fortify the place of te reo Māori within New Zealand’s health landscape. The event fostered meaningful discussions, shared learning, and collective action, all aimed at uplifting the status of te reo Māori as an essential component of health and wellbeing. This symposium

served as more than just a conference; it was a movement towards a more inclusive and culturally aware health system

The implementation of the Pia strategy has been a triumph of foresight and collaboration, positioning Tūmatawhānui at the forefront of educational development in the health sector. By partnering with leading educational institutions, we have laid the groundwork for an emerging generation of Māori health professionals. This initiative is a critical investment in the future of our communities, ensuring that the unique needs of Māori are met with knowledge, empathy, and culturally aligned care.

This year, we were able to collaborate with other Hauora Māori organizations such as Toi Tangata and Ngā Pou Mana to deliver Toi te Reo Kura Reo, a full-immersion māori language wānanga which promotes and advances the use of te reo within health settings. This three-day event was a profound opportunity for health professionals to immerse themselves in te reo Māori, enhancing their linguistic proficiency and cultural competency. Such initiatives

are instrumental in fostering an environment where te reo Māori is not just spoken but lived, enriching the cultural dimensions of health service delivery.

Our Hou te Kura national conversation marked a significant stride in addressing alcohol-related harm within Māori communities. The event, held over two wānanga (one physical and one online) synthesized conversations from various perspectives and aimed towards creating a shared vision for a healthier future. This conversation was pivotal in crafting a proactive approach to public health within a te āo māori framework, and allowed us to draw aspirations for policy designed from a te āo māori perspective.

Te Matatini is a significant cultural festival and the pinnacle event for Māori performing arts. Held every two years, it is one of the most highly anticipated events for Te Iwi māori, and the mass of passionate Kapa Haka fans throughout the world. The festival prides itself on being whānau friendly, smoke, and alcohol-free event. It has an open-door policy, where all people are welcome to come

and experience the timeless tradition and spectacle of Kapa Haka. Te Matatini is the epitome of holistic whānau wellbeing, and the manifestation of cultural wealth.

Te Matatini Herenga waka, hosted in Ngā Ana Wai (eden Park, Tāmaki Makaurau), was situated as the peak Māori event for 2023, ending its long incubation period, the result of numerous postponements due to the COVID-19 pandemic. For many, Te Matatini Herenga Waka was not only an opportunity to experience Kapa Haka excellence, but to also reconnect with friends and family and to connect with hauora, te reo, tikanga and mātauranga māori.

The presence of Hāpai te Hauora at Te Matatini was an opportunity to promote the broader kaupapa of Hāpai te Hauora. Our team engaged across 4 different kaupapa Hauora across the four days, actively engaging with more than 3000 people, with more than 10,000 giveaways provided to whānau. Te Matatini Herenga Waka, Herenga tangata provided us with an opportunity to connect with everyone in Tāmaki Makaurau and beyond.

As we reflect on the year’s achievements, Tūmatawhānui is ever more dedicated to the values and objectives that have shepherded our collective journey. The wisdom and practices of te ao Māori will continue to be the beacon that guides our strategies and actions. We step into the future with a clear vision, driven by the belief that our collective endeavours will ensure a legacy of health and vitality for Māori communities for years to come.





## AUAHI KORE

### National Tobacco Control Advocacy | Smokefree

Aotearoa has a goal of achieving less than 5% prevalence of people who smoke in Aotearoa by 2025. A key focus area of the Smokefree Aotearoa 2025 Action plan is a commitment to delivering Health Promotion programmes and community activities that mobilise communities to get behind the Smokefree 2025 goal.

Throughout the past financial year, our unwavering dedication to the Māori, Pacific, and hapū māmā communities remained a cornerstone of our Auahikore program of work, reflecting our commitment to these pivotal groups in all service activities and contracts. Each campaign and advocacy activity was designed to address the unique needs and preferences of these communities, ensuring that our efforts were inclusive and effective.

This year also marked our successful adaptation to the dynamic needs of our community while preserving and enhancing stakeholder relationships. This collaborative approach empowered us to design and execute campaigns that not only worked but also

deeply resonated with our focus groups. Our access to indigenous knowledge was instrumental in the planning of our 2022 health promotion campaigns. In this financial year, we undertook several special projects, which were integral to our mission of an auahikore Aotearoa.

The Smokefree Environments and Regulation Products (Smoked Tobacco) Amendment Bill, introduced in June, proposed crucial measures to curb smoking, including retailer reduction, nicotine content decrease, and a Smokefree Generation. Our team played a vital role in informing and engaging Māori whānau about the legislation, equipping the tobacco control sector with necessary information. We provided platforms for communities to voice their opinions on the Bill, resulting in 264 transcribed community submissions to Parliament, breaking down traditional barriers and empowering whānau to share their impactful stories. The endgame strategies which have emerged from this legislation included denicotising tobacco, the introduction of a

Smokefree Generation Policy and reducing the supply of tobacco across Aotearoa.

A landmark achievement this financial year was the launch of the Smokefree 2025 National Activation Service. In its inaugural year, the service successfully delivered over 90 community activations across Aotearoa, raising awareness and promoting the Smokefree 2025 vision, the Smokefree action plan, and the innovative endgame policies it embodies. These activations have played a pivotal role in rallying community support and driving the national agenda towards a Smokefree future.

Hāpai Te Hauora partnered with community leaders to develop the Community Activation Grant, which removes barriers that have historically prevented whānau Māori from accessing resources to support the mobilisation of Smokefree messages at locally led events. With the support of the Hāpai Te Hauora Community Activators, we processed 63 grant applications and invested over \$200,000 to locally led activation events.





# TE PUNA WHAKAMAUNU

## Research and Innovation

Te Puna Whakamāunu (TPW) continues to be at the forefront of research and innovation for Hāpai te Hauora, and the 2022-2023 year has been no exception. We have successfully expanded our partnerships, completed significant projects, and spearheaded new initiatives that highlight our commitment to improving the health and well-being of Māori communities.

Our collaborative efforts this year included forging strong relationships with several key research institutions, such as Moana Research, The National Institute of Health and Innovation, The University of Auckland School of Population Health, Immunisation Advisory Centre, ACC, Litmus, University of Otago, and NIWA (National Institute for Water and Atmosphere). These alliances have been instrumental in expanding our research scope and enhancing the impact of our work.

A crowning achievement was the completion and publication of our hallmark HRC funded project that delved into the lived experiences of whānau affected

by Foetal Alcohol Spectrum Disorder (FASD). The insights gained from this study have not only been shared domestically but have also gained recognition on international platforms, showcasing TPW's dedication to addressing complex health issues. Another of the standout successes of the year was the development and implementation of the Māori Data sovereignty strategy and policy, a milestone that underscores our resolve to protect and manage data in accordance with Māori values and principles.

Our research endeavors have been both diverse and impactful, highlighting the capacity of Te Puna Whakamaunu, and the wider Hāpai te Hauora organisation to provide impactful and contributory research that leads to improved health outcomes for whānau.

- The establishment of research priorities for FASD in Aotearoa
- Collaborative work with Moana Research on Māori and Pacific Child Health Respiratory Research

- Pioneering the Te Mānuka Ū initiative to set a Māori Public health research agenda
- Developing innovative smokefree messaging for Roll-Your-Own Tobacco Pouches
- Recalibrating the WellChild / Tamariki Ora program to enhance its effectiveness
- Creating a vaccine barriers assessment tool to address immunization challenges
- Engaging with Pasifika Aiga/ Kainga and Māori Whānau in disability research
- Contributing to the Aotearoa NZ Variome Project and the development of diagnostic guidelines for FASD
- Evaluating the delivery and impact of early childhood interventions in healthcare
- Aiming to improve outcomes for Adolescent and Young Adult Transplant Recipients

The breadth of TPW's research and its impact have further been recognized with the award of two HRC funded projects. 'Te Pae Ora' focuses on Whanau Ora Navigation to optimize the delivery of oncology care in Tāmaki Makaurau and Te Arawa. Additionally, we are proud to be undertaking the first-ever prevalence study for FASD in Aotearoa, in association with Oranga Tamariki, assessing youth justice facilities. This pivotal research will offer invaluable insights and guide future interventions.

Our dedicated team has continued to grow, integrating more expertise to advance our research objectives. With an ever-expanding portfolio and an unwavering commitment to health research that upholds Māori mātāpono, TPW is poised to make even greater strides in Māori health research.

## Articles, publications and reports

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Chu JTW, Dymus-Kurei J, McCormack JC, McLachlan AD, Marsh S, Wilson H, Newcombe D. (2023) Identifying strategic research priorities of stakeholders for fetal alcohol spectrum disorder in Aotearoa. *Journal of the Royal Society of New Zealand*.

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Janell Dymus-Kurei, Tara Dymus, Danielle Griffioen, Jason Mareroa (2022) Kui, kui, Whiti Whitiara: Learnings from the Whitiara Campaign - a digital campaign which brings to life the Toiara framework for oranga. International indigenous research Conference. 18 November 2022.



## SUDI

### National SUDI Prevention Coordination Service

The National Sudden Unexpected Death in Infancy (SUDI) Prevention Coordination Service (NSPCS) has remained steadfast in its commitment to mitigate the risks of SUDI across Aotearoa, working closely with communities, healthcare professionals, and governmental bodies.

Encapsulating the strides made in this financial year, the NSPCS has championed the rejuvenation of traditional birthing practices, working with kairaranga, midwives and various tohunga āo māori to promote sustainable and traditional birthing practices grounded in te āo māori, whilst also ensuring that wahine hapū are endowed with robust support throughout hapūtanga and the early parenting journey. This holistic approach fortifies the protection against SUDI risk in whānau māori, and promotes maternal-child wellness as integral to community health.

Through Te Mana o Te Wahakura's investment in weaver development, our

investment across diverse institutional and organizational landscapes has heightened sector awareness and empowered whānau with enriched knowledge of pregnancy and parenting.

- A comprehensive report captures the insights of participants and facilitators.
- The blend of in-person and digital wānanga has garnered widespread commendation.
- Wānanga serve as a nexus for various project undertakings, enhancing their scope and impact.

One of the key successes of our team within this financial year is the successful development and launch of the Tuku Iho app. Through the generous backing of the HIRA digital enablement fund, we've launched the pioneering tuku Iho App, in collaboration with Kiwa Digital and Maoriland Trust. This application was launched by the Minister of Health – the Honorable Dr. Ayesha Verrall in Otaki in early 2023.

- Tuku Iho stands as the maiden indigenous-led digital tool tailored to maternal and child wellbeing from a te ao Māori worldview, rich with mātauranga.
- Collaboration with Maoriland Charitable Trust yielded authentic film content, featuring expertise from Māori midwives and traditional birthing advocates.
- KIWA Digital's adept translations and product finalisation bolstered the resource's authenticity.

The Masterclass series is an opportunity to enhance the capacity of the Māori health workforce to respond to SUDI as risk factors become visible within whānau and communities. This series was pivotal in knowledge dissemination, supported by a coalition of funders including Te Hiringa Hauora, Auckland Council, and regional health councils. In addition, the NSPCS has supported the workforce development endeavours of a number of kaupapa, including:

- A cohort of 40 kaimahi in Heru and Hapū Māmā training across four regions reflects our expansive educational reach.
- Engagement with Counties-Manukau Police and associated support staff, including victim support, at a wahakura wānanga underscores the cross-sector collaboration.
- Weavers participating in NSPCS-backed wānanga are now enhancing their expertise with the compulsory online SUDI

prevention training.

- The Immunisation Advisory Centre (IMAC) has fortified its cultural competency through participation in wānanga.

The past year has been marked by persistent effort and collective progress. Through innovative approaches and committed partnerships, the NSPCS is pioneering a future where the risk of SUDI is markedly diminished, cultural practices are revitalised, and communities are empowered with knowledge and resources. We move forward with the momentum of this year's accomplishments guiding us into a future of sustained health and wellbeing for the tamariki of Aotearoa.







FINANCIALS







# Hāpai Te Hauora Tāpui Limited

Financial Report  
for the year ended 30 June 2023

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# Approval of financial report

In the opinion of the Directors of Hāpai Te Hauora Tāpui Limited ('the company') the financial report and notes on pages 3 to 11;

- complies with New Zealand generally accepted accounting practice and presents fairly the financial position of the company as at 30 June 2023 and the financial performance, cashflows, change in equity and service performance of the company for the year ended on that date.
- have been prepared using the appropriate accounting policies, which have been consistently applied and supported by reasonable judgements and estimates.

The Directors believe that proper accounting records have been kept which enable, with reasonable accuracy, the determination of the financial position of the company and facilitate compliance of the financial report with the Financial Reporting Act 2013.

The Directors consider that they have taken adequate steps to safeguard the assets of the company, and to prevent and detect fraud and other irregularities. Internal control procedures are also considered to be sufficient to provide reasonable assurance as to the integrity and reliability of the financial report.

The shareholders of the company have exercised their right under Section 211(3) of the Companies Act 1993 and agreed that this annual report need not comply with any of the sections (a) and (e) to (j) of section 211 of the Act.

The Directors are pleased to present the financial report of Hapai Te Hauora Tapui Limited, as at and for the year ended 30 June 2023.

Director  
Dated: 25/Sept/23

Director  
Dated: 25/Sept/23

# Statement of service performance

For the year ended 30 June 2023

## What we do and how we do it

Our mission is Oranga Tangata, Oranga Whenua (Healthy Lives, Healthy Environments). Our vision is to advance Māori wellbeing through innovation and leadership. The mission and vision of Hāpai combine to increase opportunities for Māori to enjoy good health and to be sustained by healthy environments. This is done by providing a strategic focus that is underpinned by our values, evidence-based research, innovation and leadership for the advancement of health and wellbeing for all. Work is undertaken regionally and nationally to address health inequities and provide strategic solutions for long-term outcomes.

## What we have done during the period

We have completed a wide range of innovative projects to advance Oranga Tangata, Oranga Whenua Māori health over both performance periods including.

- **Te Reo Hauora Symposium:** This was held during the current period in Rotorua, with the purpose of hosting a discussion as to how to protect the integrity of Te Reo Māori within hauora spaces.
- **Tuku Iho - Sharing intergenerational knowledge in maternal and child wellbeing:** A digital application launched during the current period which was the first indigenous-led digital resource to support maternal & child wellbeing that is modern, accessible, framed from a Te Āo Māori perspective and linked to Mātauranga (traditional Māori knowledge).
- **Ka Hao te Rangatahi (KHtR):** A financial capability series ran during the current period and focused on navigating whānau towards Tino Rangatiratanga (self-determination, sovereignty, autonomy) through building financial capability and confidence. This webinar series focuses on money conversations from a Te Āo Māori perspective and invites kaikōrero Māori (Māori speakers) to speak to the team about topics of interest to whānau Māori including - conscious consumerism, investing, home ownership and financial products.
- **PĀ ORA:** During the previous period Hāpai created an online platform designed to connect whānau Māori and Māori health providers to trusted information, bridging the gap between the Ministry of Health's information and community intel during COVID-19.
- **Whitiora 2021 - an eternal pursuit of wellbeing:** This was a week-long campaign ran during the previous period culminating in an online wānanga that explored wellbeing through Te Āo Māori, positioning mental health as a critical component of wholistic wellbeing.

Hāpai played a key role in communicating Māori public health messages to the community across both performance periods. Hapai hosted weekly radio shows on Radio Waatea and produced regular newsletters and Media releases on topical Māori health. Hāpai featured regularly in mainstream, Māori and Pacific media, such as TVNZ, Te Hiku and 531 PI.

Hāpai held a number of significant contracts over both periods with a per annum value greater than \$100,000 that allowed us to deliver on our mission and vision including:

- Smokefree 2025 Health Promotion
- Public Health Services to Minimise and Reduce Gambling Harm
- Māori Public Health Leadership to improve Māori health and equity
- National Coordination Service for the National Sudden Unexpected Death in Infancy (SUDI) Prevention Programme

## Key judgments in the selection, measurement and presentation of information

The Directors exercise judgment in deciding how to select, measure, aggregate, and present service performance information. This judgement focuses on determining the most appropriate and meaningful performance measures that are of particular value for accountability and decision-making purposes. This included consideration of other information published such as on the website, social media and elsewhere. The Directors have chosen to present the performance measures selected above, after consideration of the qualitative aspects and pervasive constraints of information.



# Statement of comprehensive revenue and expense

for the year ended 30 June 2023  
in New Zealand Dollars

	Note	2023 \$	2022 \$
<b>Revenue</b>			
Service revenue		8,351,500	6,101,919
Other revenue		598,059	302,232
<b>Total Revenues</b>		<b>8,949,559</b>	<b>6,404,151</b>
<b>Expenses</b>			
Contractor fees		2,420,415	876,566
Employment costs		3,086,130	2,913,353
Other operating expenses		2,534,048	2,131,241
Depreciation	3	74,584	82,398
<b>Total Expenses</b>		<b>8,115,177</b>	<b>6,003,558</b>
<b>Surplus for the year</b>		<b>834,382</b>	<b>400,593</b>

# Statement of financial position

as at 30 June 2023  
in New Zealand Dollars

	Note	2023 \$	2022 \$
<b>Assets</b>			
Cash and cash equivalents		1,791,246	950,807
Accounts receivable		705,632	410,988
Prepayments		108,756	20,833
Term investments		500,000	63,295
Property, plant and equipment	3	158,509	155,617
<b>Total assets</b>		<b>3,264,143</b>	<b>1,601,540</b>
<b>Liabilities</b>			
Accounts payable and accruals		446,999	259,517
Amount due to related parties	4	50,584	50,629
Employee entitlements		215,238	189,400
Deferred revenue		1,318,946	404,000
<b>Total liabilities</b>		<b>2,031,766</b>	<b>903,546</b>
<b>Equity</b>			
Accumulated funds		1,232,377	697,994
<b>Total equity</b>		<b>1,232,377</b>	<b>697,994</b>
<b>Total liabilities and equity</b>		<b>3,264,143</b>	<b>1,601,540</b>





# Statement of changes in equity

for the year ended 30 June 2023  
in New Zealand Dollars

	Note	Accumulated funds	Total
		\$	\$
<b>Balance at 1 July 2022</b>		697,995	697,995
Surplus for the year		834,382	834,382
Dividend paid	4(b)	(300,000)	(300,000)
<b>Balance at 30 June 2023</b>		<b>1,232,377</b>	<b>1,232,377</b>
<b>Balance at 1 July 2021</b>		297,402	297,402
Surplus for the year		400,593	400,593
<b>Balance at 30 June 2022</b>		<b>697,995</b>	<b>697,995</b>

# Statement of cash flows

for the year ended 30 June 2023  
in New Zealand Dollars

	Note	2023 \$	2022 \$
<b>Cash flows from operating activities</b>			
Cash received from customers		9,529,977	6,351,114
Cash paid to suppliers		(4,829,898)	(3,014,104)
Cash paid to employees and contractors		(3,060,293)	(2,878,620)
<b>Net cash from operating activities</b>		<b>1,639,786</b>	<b>458,390</b>
<b>Cash flows from investing activities</b>			
Interest received		26,501	1,367
Investment in term investments		(500,000)	(63,295)
Receipts from term investments		63,295	62,805
Acquisition of property, plant and equipment		(89,144)	(69,363)
<b>Net cash from investing activities</b>		<b>(499,348)</b>	<b>(68,486)</b>
<b>Cash flows from financing activities</b>			
Dividend paid	4(b)	(300,000)	-
<b>Net cash from financing activities</b>		<b>(300,000)</b>	<b>-</b>
<b>Net increase</b>		<b>840,439</b>	<b>389,904</b>
Opening cash and cash equivalents 1 July		950,807	560,903
<b>Closing cash and cash equivalents 30 June</b>		<b>1,791,246</b>	<b>950,807</b>
<b>Made up of:</b>			
Cash at bank		1,791,246	950,807
<b>Total cash and cash equivalents</b>		<b>1,791,246</b>	<b>950,807</b>





# Notes to the financial report

## 1 General Overview

### a) Reporting Entity

Hāpai Te Hauora Tāpui Limited is an entity incorporated in New Zealand, registered under the Charities Act 2005, and is domiciled in New Zealand.

The financial report of the company is for the year ended 30 June 2023 and was authorised for issue by the Directors on the date specified on page 2

### b) Basis of Preparation

The financial report have been prepared in accordance with New Zealand Generally Accepted Accounting Practice (NZ GAAP). They comply with Public Benefit Entity Standards Reduced Disclosure (Not-For-Profit) and disclosure concessions have been applied, on the basis that it does not have public accountability and has total annual expenses less than \$30 million.

The financial report has been prepared on the historical cost basis. The balance sheet is presented using an order of liquidity basis as this provides the most relevant information to users of the financial report.

The financial report is presented in New Zealand Dollars (\$), which is the Company's functional currency. All financial information presented in New Zealand Dollars has been rounded to the nearest dollar, except when otherwise indicated.

The company has adopted PBE FRS 48 Service Performance for the year ended 30 June 2023. The comparative period for the statement of service performance is unaudited.

### c) Use of estimates and judgements

The preparation of the financial report in conformity with Public Benefit Entity Standards Reduced Disclosure (Not-For-Profit) requires management to make judgement, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets, liabilities, income and expenses. Actual results may differ from these estimates.

There are no significant estimates that effect amounts recognised in the financial report.

There is judgement in the recognition of deferred revenue and determining if the present obligation relating to the funding contracts have been satisfied. There is also judgement in service performance reporting on page 3.

### d) Tax

Hapai is exempt from income tax due to its charitable nature. The company registered with the Charities Commission on 30th June 2008 and its registered number is CC35364. All amounts are shown exclusive of Goods and Services Tax (GST), except for receivables and payables that are stated inclusive of GST.

## 2 Accounting policies

### a) Revenue

Revenue is recognised to the extent that it is probable that the economic benefit will flow to the Company and revenue can be reliably measured. Revenue is measured at the fair value of the consideration received. The following specific recognition criteria must be met before revenue is recognised.

Service and other income is recognised as earned when all conditions have been met. Where recognition criteria have not been met, the unearned amount is recorded as a liability under "Deferred Revenue".

Interest income is recognised using the effective interest method.

Deferred revenue relates to revenue received in advance but has not been earned in the accounting period. A liability is recognised to the extent that the present obligations relating to the funding have not been satisfied.

## Notes to the financial report (continued)

## 2 Accounting policies (continued)

### b) Cash and cash equivalents

Cash comprises of cash at bank, cash on hand and short term deposits with maturities of less than three months.

### c) Term investments

Term investments comprise of bank term deposits held for periods of greater than three months and less than 1 year.

### d) Employee entitlements

Employee entitlements are accrued and recognised in the statement of financial position. These entitlements include annual leave earned but not taken and expected to be settled with 12 months, unpaid salary and wages or other remuneration due at balance date, including deductions held on employees' behalf. Annual leave is recorded at the undiscounted nominal values based on accrued entitlements at current rates of pay.

### e) Accounts receivable

Accounts receivable are recognised and carried at original invoice amount less any allowance for doubtful debts. A provision for doubtful for debts relates to amounts which there is uncertainty about collectability of the debtor. These are a financial asset and classified as a loan and receivable.

### f) Accounts payable and accruals

Accounts payable and accruals represent liabilities for goods and services provided to Hapai which have not been paid, and income received but not yet earned at the end of the financial year. These amounts are non interest bearing and usually settled within 30 days. Accounts payable are classified as financial liabilities at amortised cost.

## 3 Property plant and equipment

Property, plant and equipment is stated at cost, less accumulated depreciation and impairment losses. Cost includes expenditure that is directly attributable to the acquisition of the items. Depreciation is provided for based on rates that allocate the assets' cost less estimated residual value, over its estimated useful life.

The major categories are plant and equipment and motor vehicles. These have depreciation period of 3 years.

	Plant & equipment	Motor vehicles	Total
Cost	\$	\$	\$
Balance at 1 July 2022	186,905	165,798	352,703
Additions	37,692	51,452	89,144
Disposals	(1,390)	(36,957)	(38,347)
<b>Balance at 30 June 2023</b>	<b>223,207</b>	<b>180,293</b>	<b>403,501</b>
<b>Depreciation</b>			
Balance at 1 July 2022	(96,560)	(100,527)	(197,087)
Depreciation for the year	(53,989)	(20,595)	(74,584)
Disposals	810	25,870	26,680
<b>Balance at 30 June 2023</b>	<b>(149,739)</b>	<b>(95,252)</b>	<b>(244,991)</b>
<b>Net value 30 June 2023</b>	<b>73,469</b>	<b>85,041</b>	<b>158,509</b>
<b>Net value 30 June 2022</b>	<b>90,345</b>	<b>65,271</b>	<b>155,617</b>





## Notes to the financial report (continued)

### 4 Related parties

#### a) Key management personnel

Key management personnel include the Directors and senior management personnel, which includes the Chief Executive Officer, Operations Manager and General Managers for various contracts.

The remuneration and number of personnel for each class of key management are summarised below. The number of senior management personnel is reported on full time equivalent basis and the number of Directors is measured using head count.

Remuneration and benefits are as follows:

	# of personnel		2023 \$	2022 \$
	2023	2022		
Directors	6	6	35,000	35,000
Senior Management	7.5	7.5	800,968	725,494
			<b>835,968</b>	<b>760,494</b>

#### b) Other related parties

These transactions and balances have been identified as related party as they are with the three shareholders who have an equal ability to influence the operating and financing activities of the company.

The nature of these related party transactions and balances are:

- subcontracting for service delivery
- back office support
- lease of office space

30 June 2023	Balances		Transactions	
	Due from	Owed to	From	To
	\$	\$	\$	\$
Te Whānau O Waipareira Trust	-	29,021	-	600,534
Te Rūnanga o Ngāti Whātua	-	16,771	-	300,000
Raukura Hauora O Tainui	-	4,792	-	175,000
	-	<b>50,584</b>	-	<b>1,075,534</b>
30 June 2022				
Te Whānau O Waipareira Trust	-	27,913	-	413,054
Te Rūnanga o Ngāti Whātua	-	16,774	-	175,000
Raukura Hauora O Tainui	-	5,942	-	51,000
	-	<b>50,629</b>	-	<b>639,054</b>

Dividend for three shareholders was made on 14th April 2023.

	2023 \$	2022 \$
Te Whānau O Waipareira Trust	100,000	-
Te Rūnanga o Ngāti Whātua	100,000	-
Raukura Hauora O Tainui	100,000	-
	<b>300,000</b>	-

### 5 Contingencies and commitments

Operating lease commitments:

	2023 \$	2022 \$
Less than one year	63,649	63,653
Between 1 and 5 years	235,082	241,526
More than 5 years	199,326	256,726
Total operating lease commitments	<b>498,057</b>	<b>561,905</b>

The company has two operating lease commitments relating to the rental of office space in the Whānau Centre from Te Whānau O Waipareira Trust and the photocopier lease agreement with Fujifilm.

There are no other commitments and contingencies.

### 6 Subsequent events

There have been no significant events subsequent to balance date that affect the information presented in the financial report (2022: nil).





# Independent Auditor's Report

To the shareholders of Hapai Te Hauora Tapui Limited

## Report on the audit of the financial report

### Opinion

In our opinion, the financial report of Hapai Te Hauora Tapui Limited (the 'company') on pages 3 to 11 presents fairly, in all material respects:

- the company's financial position as at 30 June 2023 and its financial performance and cash flows for the year ended on that date; and
- the service performance for the year ended 30 June 2023 in accordance with the company's service performance criteria;

in accordance with Public Benefit Entity Standards Reduced Disclosure Regime (Not For Profit) issued by the New Zealand Accounting Standards Board.

We have audited the accompanying financial report which comprises:

- the statement of financial position as at 30 June 2023;
- the statements of comprehensive revenue and expense, changes in equity and cash flows for the year then ended;
- notes, including a summary of significant accounting policies; and
- the statement of service performance on page 3.

### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (New Zealand) ('ISAs (NZ)'), and the audit of the statement of service performance, in accordance with the New Zealand Auditing Standard 1 *The Audit of Service Performance Information* ('NZ AS 1'). We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

We are independent of the company in accordance with Professional and Ethical Standard 1 *International Code of Ethics for Assurance Practitioners (Including International Independence Standards)* (New Zealand) issued by the New Zealand Auditing and Assurance Standards Board and the International Ethics Standards Board for Accountants' *International Code of Ethics for Professional Accountants (including International Independence Standards)* ('IESBA Code'), and we have fulfilled our other ethical responsibilities in accordance with these requirements and the IESBA Code.

Our responsibilities under ISAs (NZ) and NZ AS 1 are further described in the *Auditor's responsibilities for the audit of the financial report* section of our report.

Other than in our capacity as auditor we have no relationship with, or interests in, the company.

### Other matter

The statement of service performance for the year ended 30 June 2022, was not audited.

## Use of this independent auditor's report

This independent auditor's report is made solely to the shareholders as a body. Our audit work has been undertaken so that we might state to the shareholders those matters we are required to state to them in the independent auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the shareholders as a body for our audit work, this independent auditor's report, or any of the opinions we have formed.

## Responsibilities of the Directors for the financial report

The Directors, on behalf of the company, are responsible for:

- the preparation and fair presentation of the financial report in accordance with generally accepted accounting practice in New Zealand (being Public Benefit Entity Standards Reduced Disclosure Regime (Not For Profit)) issued by the New Zealand Accounting Standards Board;
- implementing necessary internal control to enable the preparation of a financial report that is free from material misstatement, whether due to fraud or error;
- service performance criteria that are suitable in order to prepare service performance information in accordance with generally accepted accounting practice in New Zealand (being Public Benefit Entity Standards Reduced Disclosure Regime (Not For Profit)); and
- assessing the ability to continue as a going concern. This includes disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless they either intend to liquidate or to cease operations or have no realistic alternative but to do so.

## Auditor's responsibilities for the audit of the financial report

Our objective is:

- to obtain reasonable assurance about whether the financial statements as a whole and the statement of service performance is free from material misstatement, whether due to fraud or error; and
- to issue an independent auditor's report that includes our opinion.

Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs NZ and NZ AS 1 will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error. They are considered material if, individually or in the aggregate and collectively, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

A further description of our responsibilities for the audit of this financial report is located at the External Reporting Board (XRB) website at:

<https://www.xrb.govt.nz/standards/assurance-standards/auditors-responsibilities/audit-report-14/>

This description forms part of our independent auditor's report.

KPMG  
Auckland  
25 September 2023





**HĀPAI TE HAUORA**  
— MĀORI PUBLIC HEALTH —

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