



Proposed board of directors for Maori International Limited

Sir Graham Latimer — chairman
 Kara Puketapu — managing director
 John Bennett
 Fred Turnovsky
 Douglas Hazard
 G.M. O'Neill
 Bert Mackie

ship may take the form of a company, partnership (special or otherwise), trust or joint venture.

The unincorporated joint venture is particularly well suited to meet the unique requirements of Maori International Limited and the owners of maori land.

An unincorporated joint venture closely resembles a partnership. However, rather than entering into a partnership agreement, which would involve the pooling of assets, the parties simply contract among themselves but retain ownership of their separate resources.

The individual participants, the maori land owners, will thus retain the title of their land while gaining the benefits of the contributions of Maori International Limited such as management expertise, finance and marketing. The legal rights and responsibilities are detailed in the Joint Venture agreements to suit the requirements of the particular project.

In some circumstances Maori International Limited may be involved simply as financier, either providing money itself or arranging finance from other sources, or guaranteeing such outside loans.

Maori International Limited will ensure that in every case the best possible structure is developed in order that each project is properly financed, viable and recognises the interests of the maori land owners.

Investment Strategy

Maori International Limited has both short and long term objectives. It recognises that in order to embark on long term, capital intensive developments it must first generate revenue in the short term. These funds will then be channelled into feasibility studies, development plans and later the projects themselves. In order to achieve the company's objectives, its investment strategy will be directed towards the following:

1. The Maori Tourism Plan.
2. The development, manufacture and marketing of hand-crafted products.
3. Land products — including forestry, forest farming, horticulture.

The 'Maori Tourism' Plan

Maori International Limited intends to gain a major place in the New Zealand Tourist industry through its 'Maori Tourism Plan'. The maori people have the talents and, in many cases, the strategic natural resources which, in the fast growing tourist industry, hold certain promise for investment.

Two major thrusts are planned:-

- (1) Marae Visits — to promote and manage with maori organisations visits into maori tribal life.
- (2) Resorts — to work with maori land owners and other commercial operators to develop major maori tourist resorts.

Maori International Limited believes "Maori Tourism" can be a real winner for New Zealand's tourist industry. The potential exists for a distinctive commercial travel operation that embraces maoridom in a way that is in keeping with the best in maori culture. The 'Maori Tourism Plan' will bring together many diverse maori resources, including marae protocol, arts and crafts, the spirit of aroha, maori cuisine, architecture, entertainment, maori leadership and the young maori seeking careers. These resources are at present either under utilised, or not organised for the tourist industry.

Visits to a Marae

There are several hundred maraes in rural and urban New Zealand. The marae is a very sacred place which offers visitors an opportunity to experience customs of pre-European life in New Zealand, while at the same time meeting the present day maori people.

Most maraes have attractive and distinctive 'Meeting houses' with carvings and other forms of artwork and, consistent with the maori tradition of fine hospitality, each marae has dining facilities available for visitors.

Many tribal authorities have expressed an eagerness to involve their maraes and people in the development of a programme that will bring visitors into their tribal world of maori life. The 'visit to a marae' programme will enable many resources now available in maoridom to be utilised and so provide a special contribution to the N.Z. Tourist industry.