



# NGĀ MĀNUKANUKA O TE IWĪ (MĀORI COMMITTEE)

## Open Minutes Attachments

---

Meeting Date: Wednesday 1 April 2026

---

Time: 10:00 AM

---

Venue: Small Exhibition Hall  
War Memorial Centre  
Marine Parade  
Napier

---

### TABLE OF CONTENTS

<b>Item 1</b>	<b>Post-Election Analysis</b>
Attachment 1	2025 NCC Post Election Voting Analysis_PRESENTATION .....3
<b>Item 5</b>	<b>Whiria Ahuriri - Napier's Multicultural Strategy</b>
Attachment 1	2026-04-01 FINAL Multicultural Strategy Slides .....37





# Napier City Council 2025 Post-Election Voting Analysis

Presentation of  
key insights

| SIL Research

April 2026



# PURPOSE

NCC contracted SIL Research to assist in delivering a research programme for the Council's election planning, voter engagement strategies and measurement of effectiveness (in terms of impacts on voter turnout).

Insight in this regard was particularly relevant given the introduction in 2025 of a Māori ward and councillors for Napier City, and the central government-instigated binding poll on retention of Māori wards beyond 2025.



# RESEARCH ACTIVITIES

## Two stages of research were conducted:

1. A community-wide survey to gather insights into community perceptions of voting - assessed local voting intentions, past participation, and perceived barriers to voting, with a particular focus on Māori electors and young voters. Findings from this research directly contributed to NCC's subsequent planning of enrolment and voter participation initiatives, including:

- Communications campaigns
- Partnership with local Māori representatives
- Encouraging enrolments – local initiatives/engagement with mana whenua, community groups, businesses, high schools
- Increased distribution of orange voting bins
- Expanding visibility and availability of special voting sites across the city

This activity was in addition to other non-Council community-based initiatives that were not the direct focus of this research – but would have contributed to measured changes in voter turnout.



# RESEARCH ACTIVITIES

Two stages of research were conducted:

2. Analysis of Napier City database of 2022 and 2025 electors - representing enrolment records from the Electoral Commission matched to NCC final roll and voting records:
  - Comparisons of 2022 and 2025 voting status were used to calculate changes in voter turnout
  - Analysis limited to information available from the Electoral Commission – but included electoral roll membership (General and Māori), age and Māori descent



# KEY MESSAGES

## Key messages:

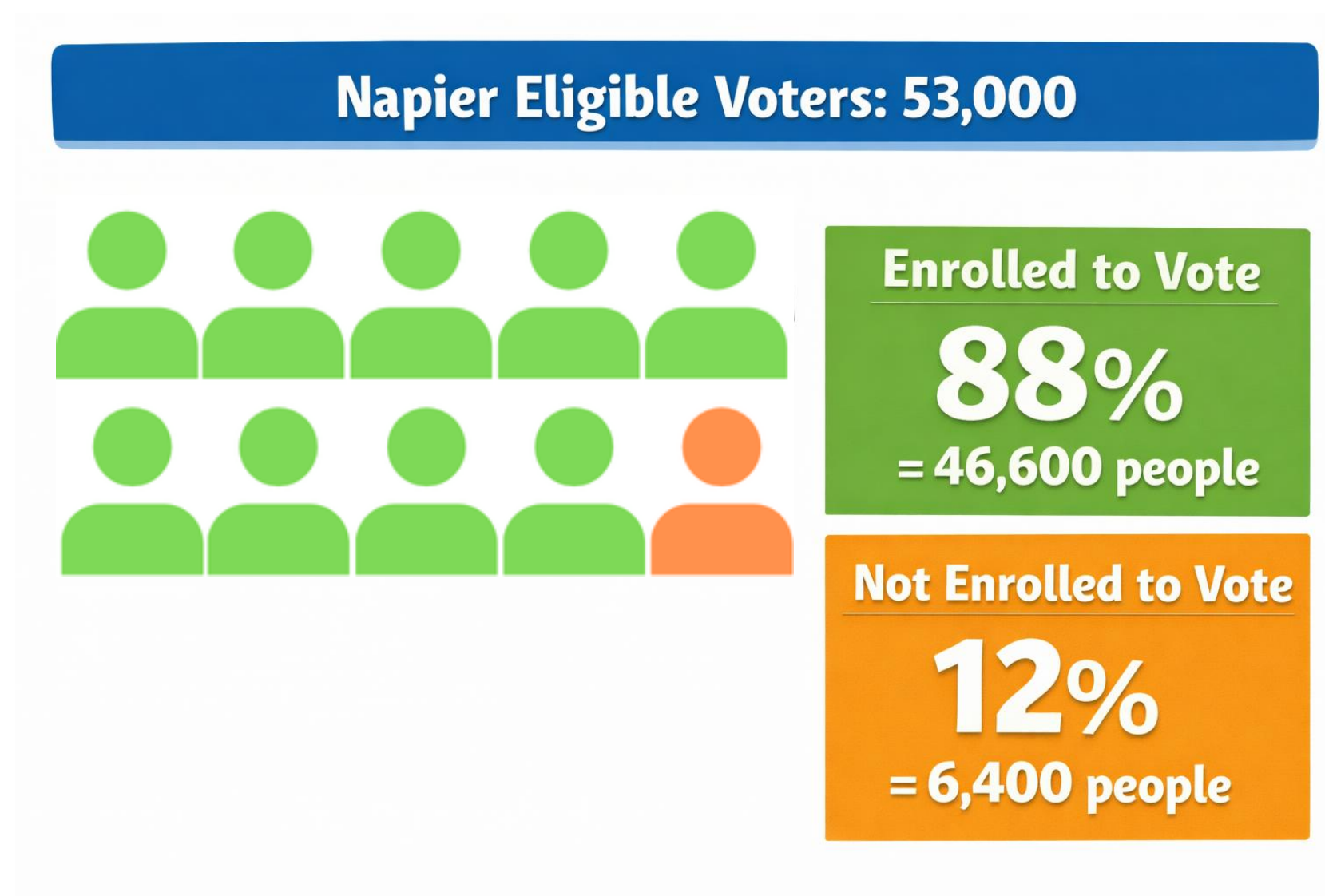
- Voter turnout in Napier improved in 2025
  - but is not yet representative
- Māori and younger voters saw even greater gains
  - but remain significantly under-represented in local election results



# SNAPSHOT OF ENROLMENT

## Napier City overall:

- 53,000 adults aged 18+ eligible for enrolment
- 88% enrolled
- Around 6,450 (12%) not enrolled

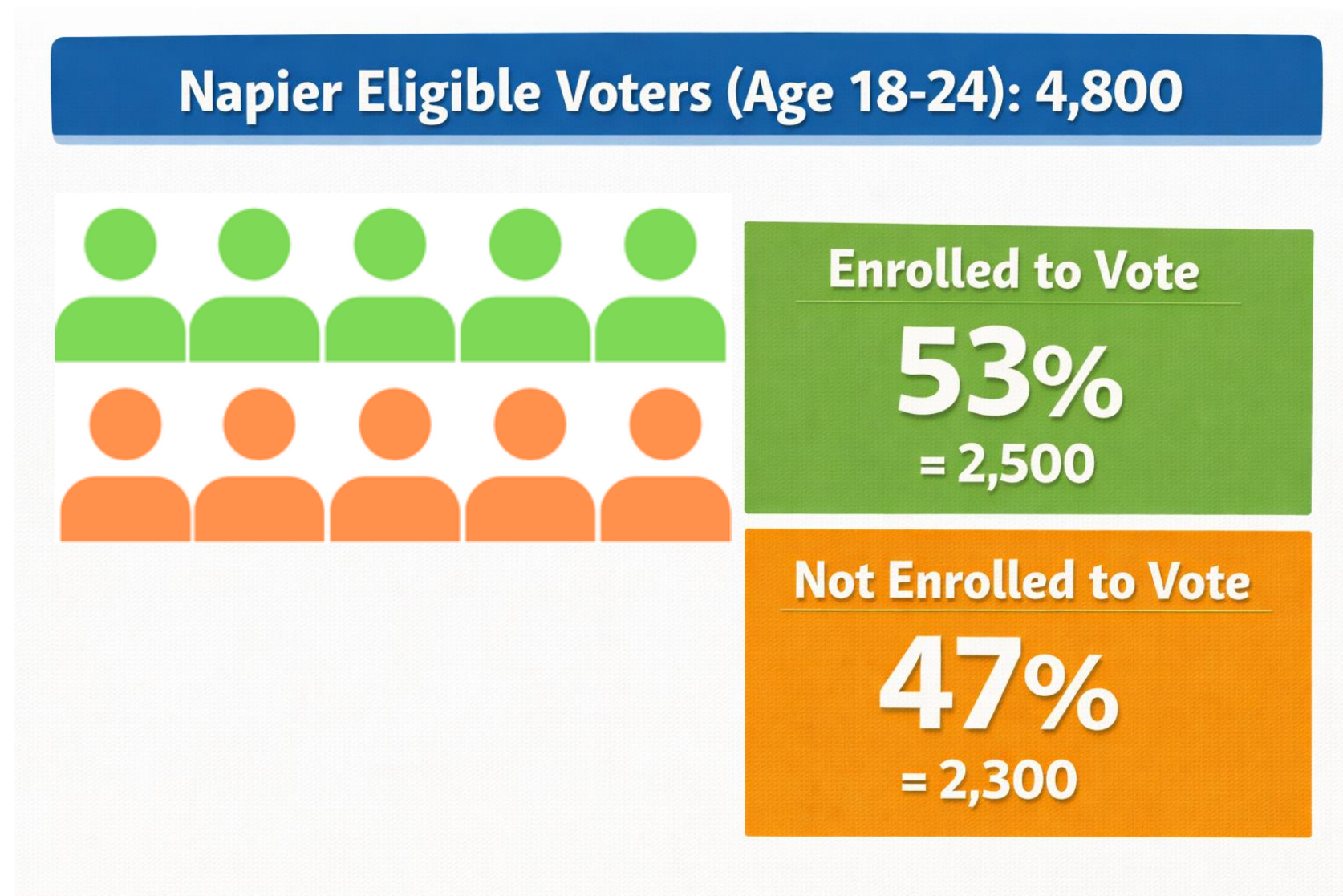




# SNAPSHOT OF ENROLMENT

## Napier youth aged 18-24:

- 4,800 eligible for enrolment
- 53% enrolled
- BUT - around 2,300 (47%) not enrolled





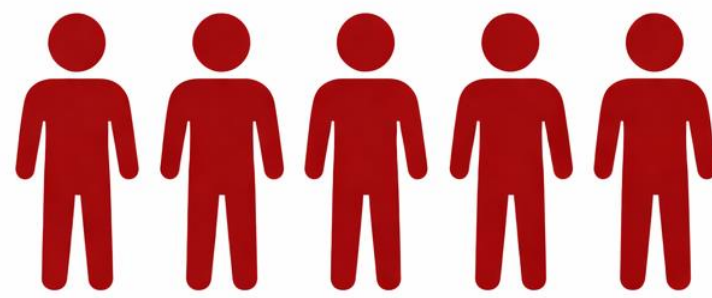
# SNAPSHOT OF ENROLMENT

## Napier Māori:

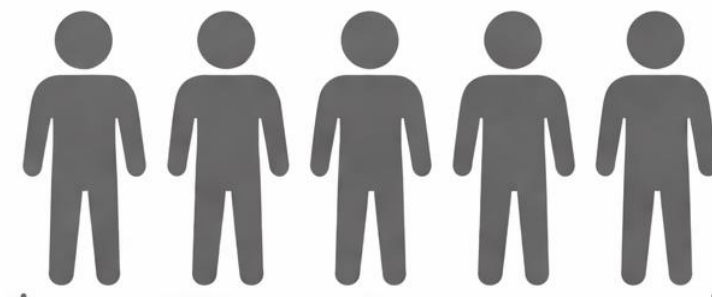
- 9,500 of Māori descent enrolled in 2025
- 5000 on Māori roll
- 4500 on General roll

Maori Enrolled in Napier: 9,500

Of the **9,500** eligible Māori voters in Napier:



Māori Roll



General Roll

Enrolled on the  
**Māori Roll**

**50%**  
= 5,000 voters

Enrolled on the  
**General Roll**

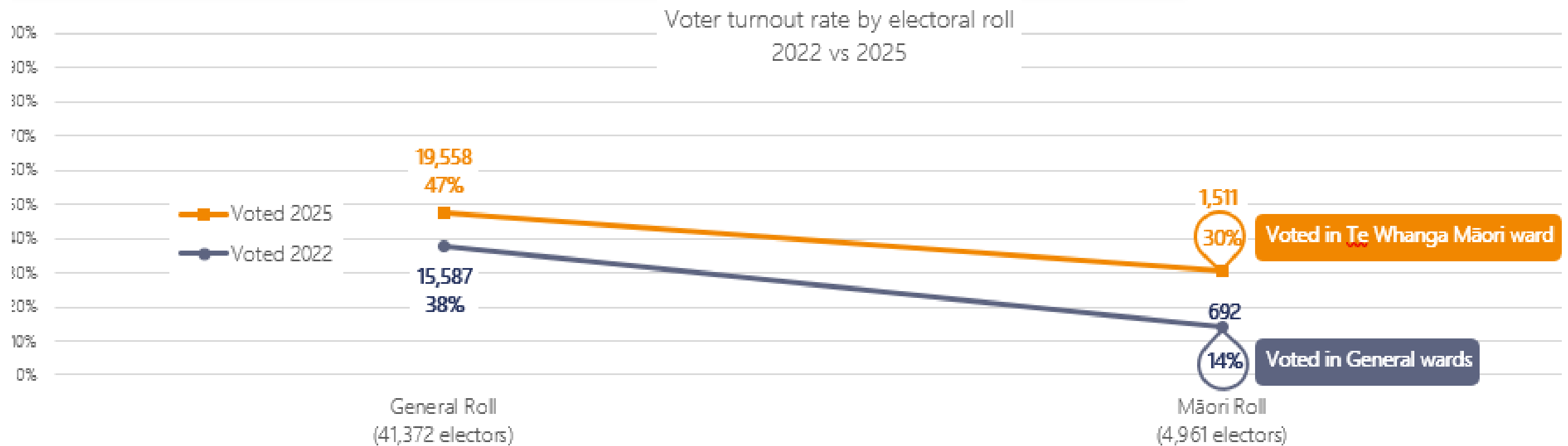
**50%**  
= 4,500 voters



# OVERALL TURNOUT IN 2025

## Overall turnout increased, but still low:

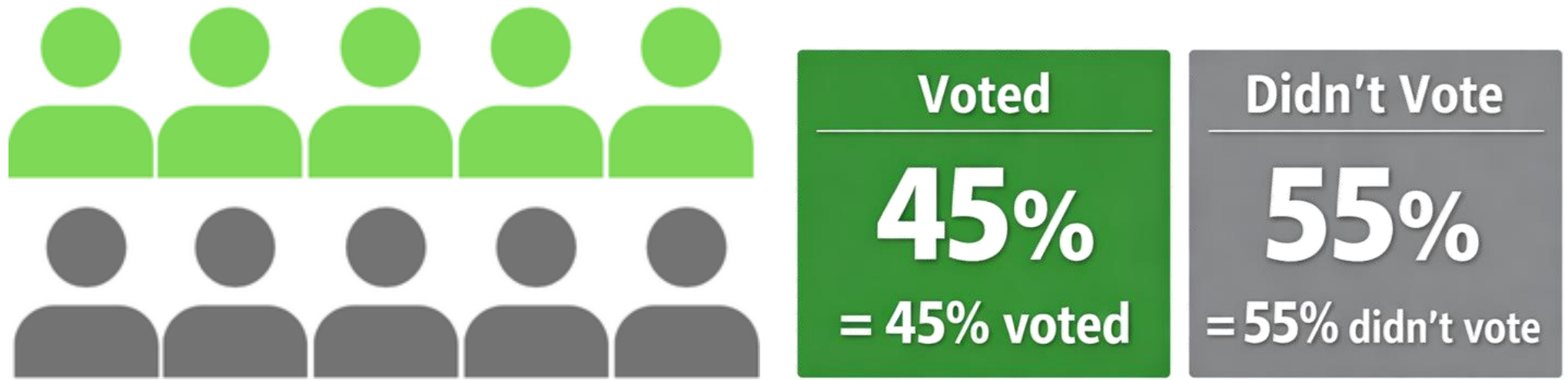
- Overall turnout: 45.5% (up from ~35% in 2022)
- BUT more than half of eligible voters did not vote
  
- General roll turnout: 47% (up from ~38% 2022)
- Māori roll turnout: 30% (up from ~14% 2022)



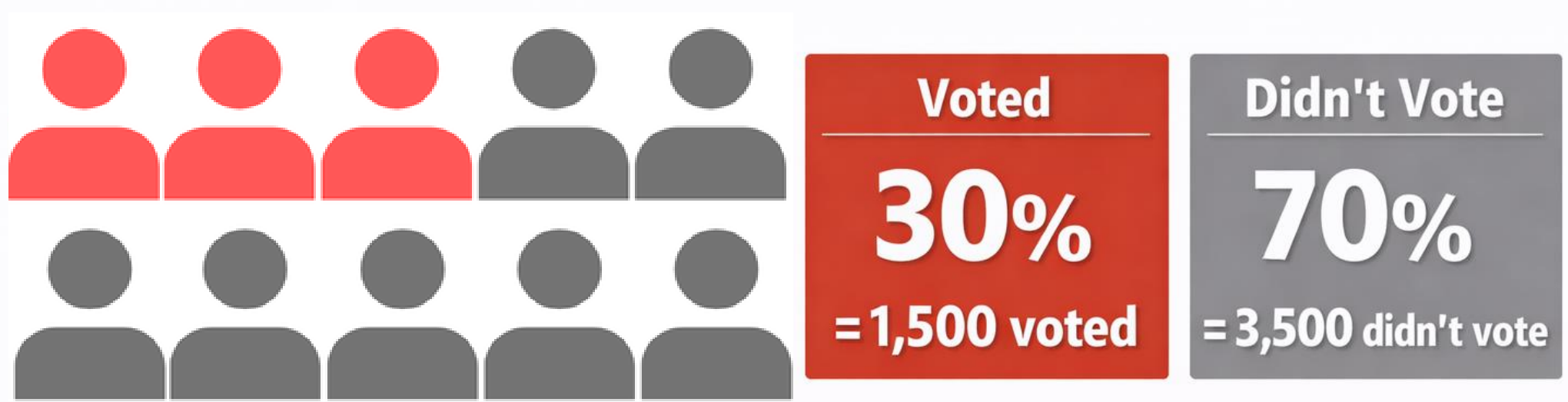


# OVERALL TURNOUT IN 2025

## General Roll Voter Turnout in 2025



## Māori Roll Voter Turnout in 2025

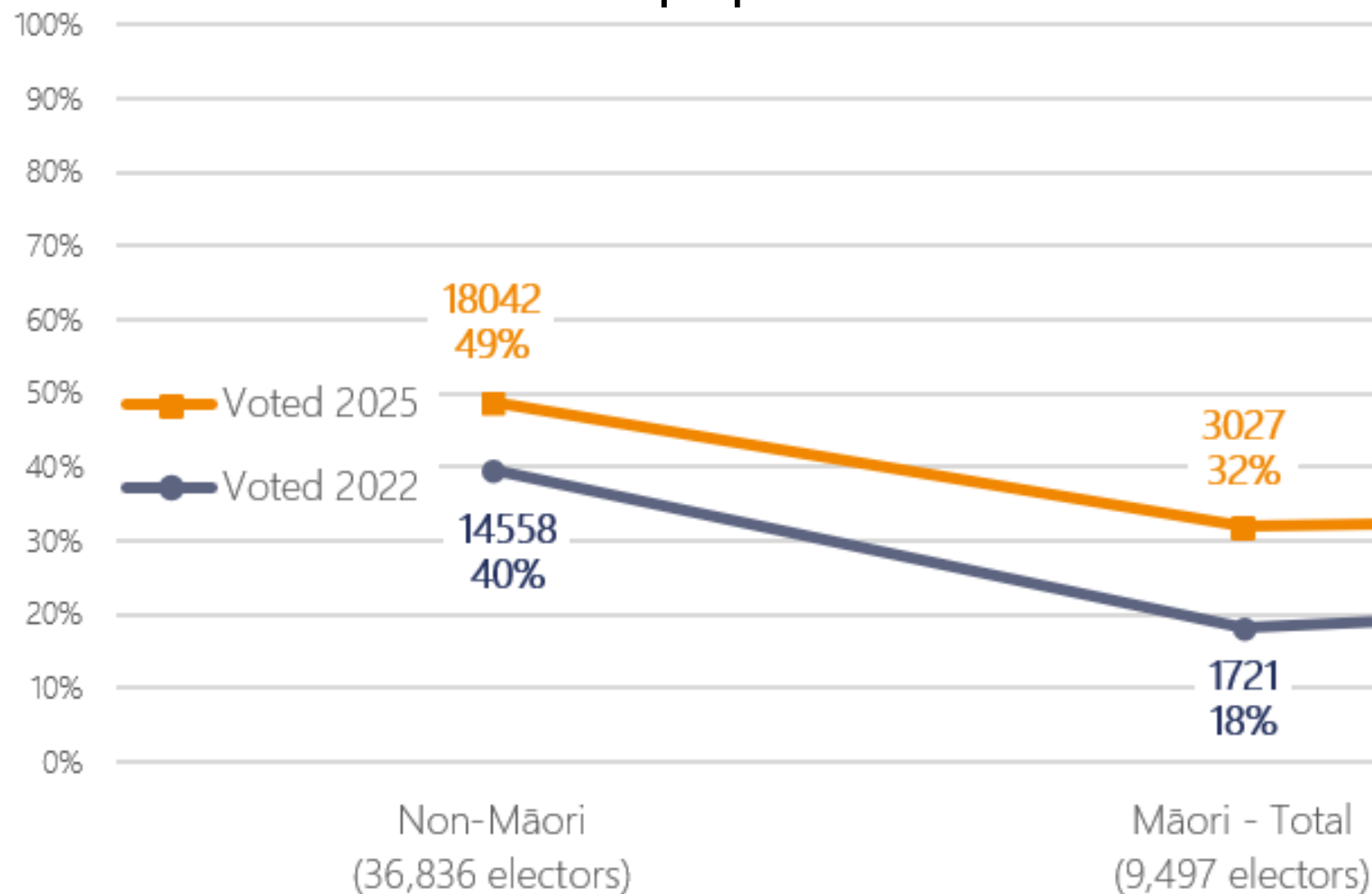




# MAORI TURNOUT IN 2025

## Turnout gap for Māori remains significant:

- Māori descent turnout: 32% (~18% in 2022) – 3,000 voted
- Non-Māori turnout: 49% (~40% in 2022)
- Māori voices are **significantly underrepresented** relative to their share of the population

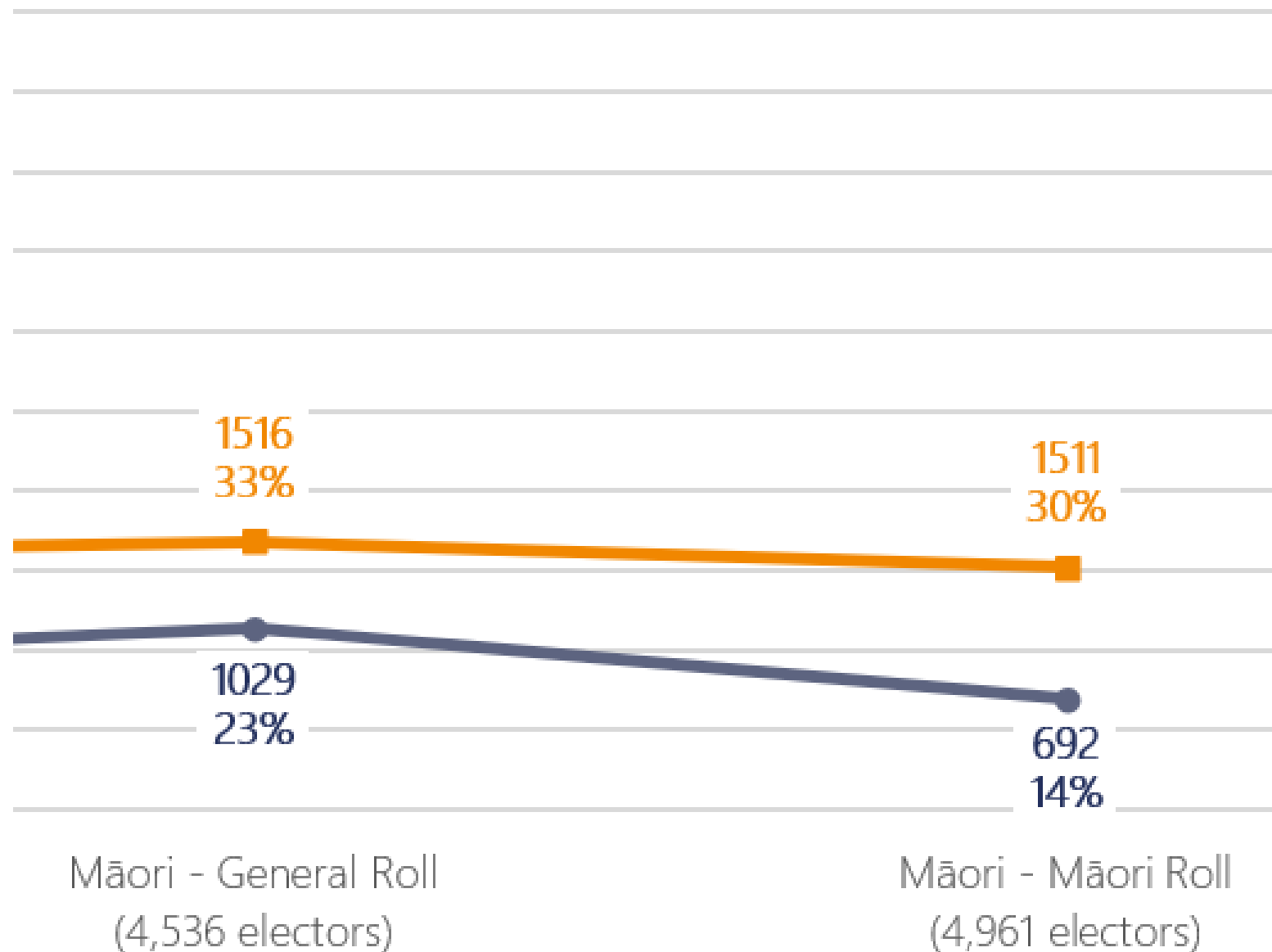




# MAORI ROLL TURNOUT GAINS

## Māori turnout is IMPROVING:

- +800 more on Māori roll voted in 2025 (30% of those enrolled)
- Māori roll turnout now similar to Māori on General Roll
- Larger % turnout increase than for non-Māori

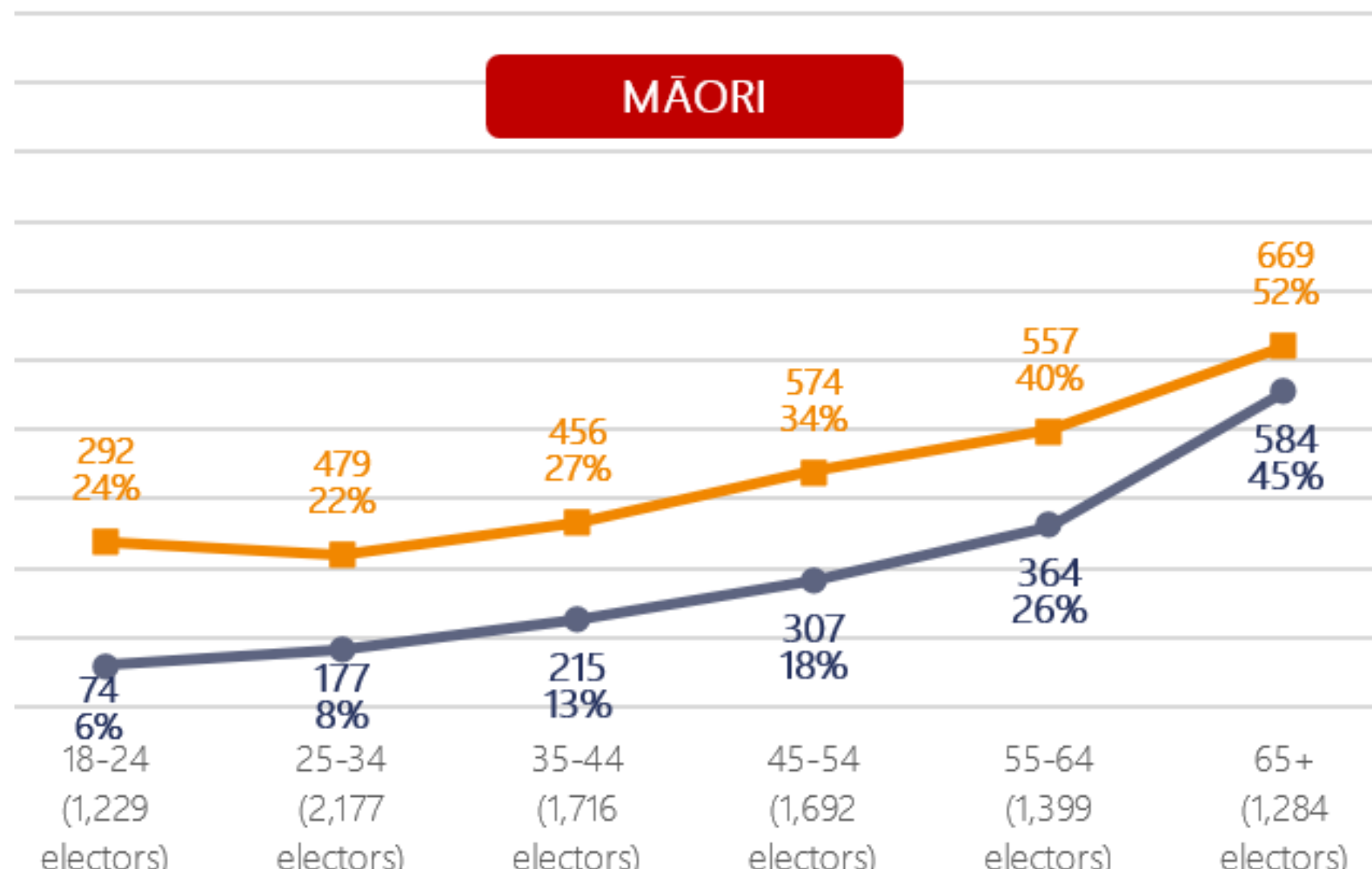




# RANGITAHI TURNOUT GAINS

## Youth turnout **INCREASED:**

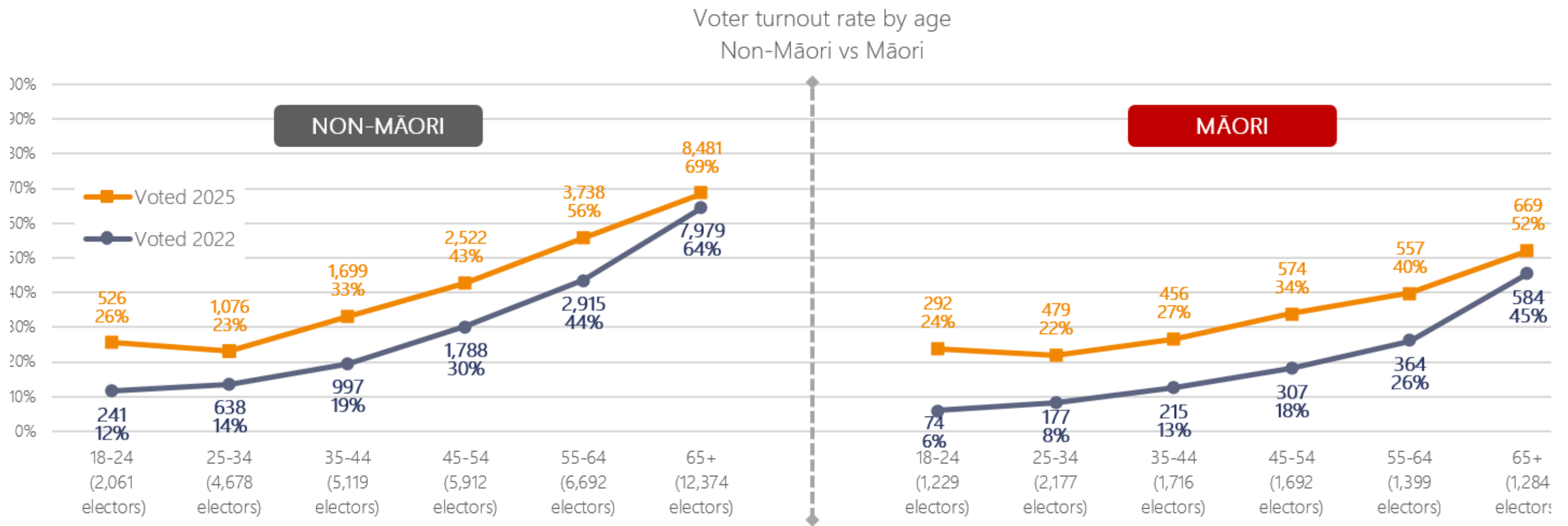
- Māori 18-24: 6% in 2022 to 24% in 2025
- Larger % increase than for non- Māori
- Non-Māori 18-24: 12% in 2022 to 26% in 2025
- Among Māori 18-34: 251 voters (2022) to 771 voters (2025)





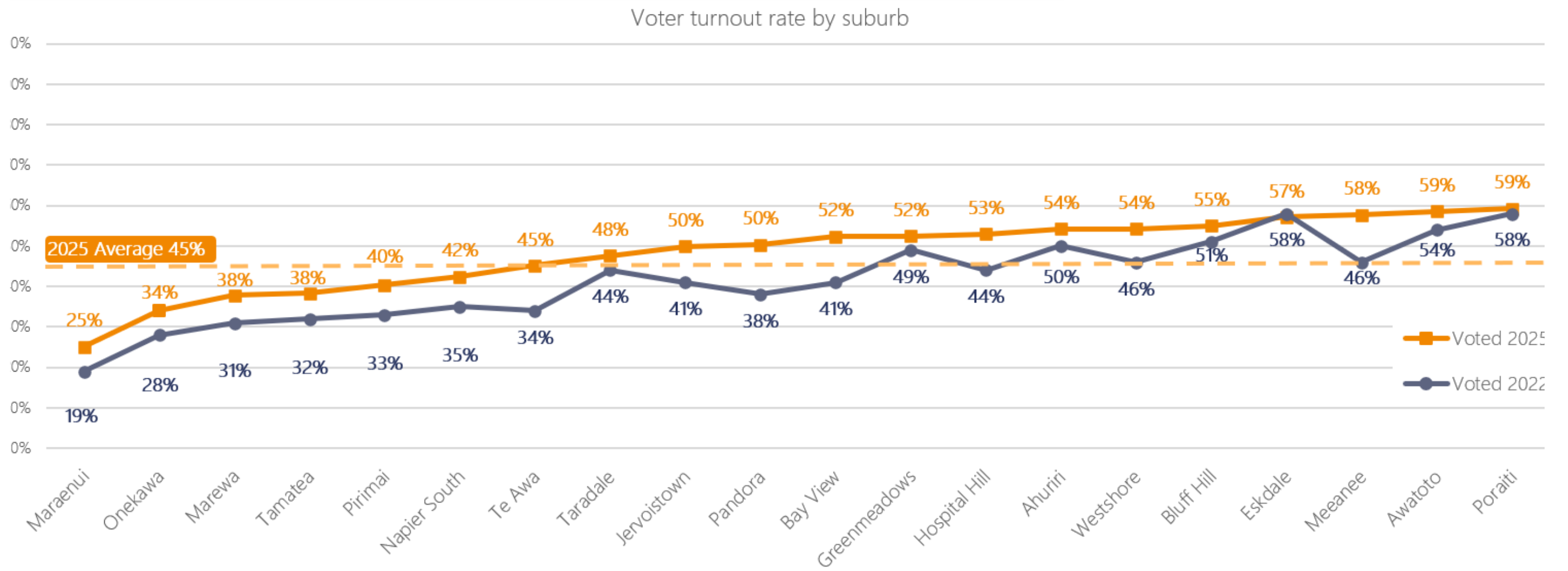
# RANGITAHI TURNOUT GAINS

**2025 saw Māori youth with similar turnout to non-Māori youth**





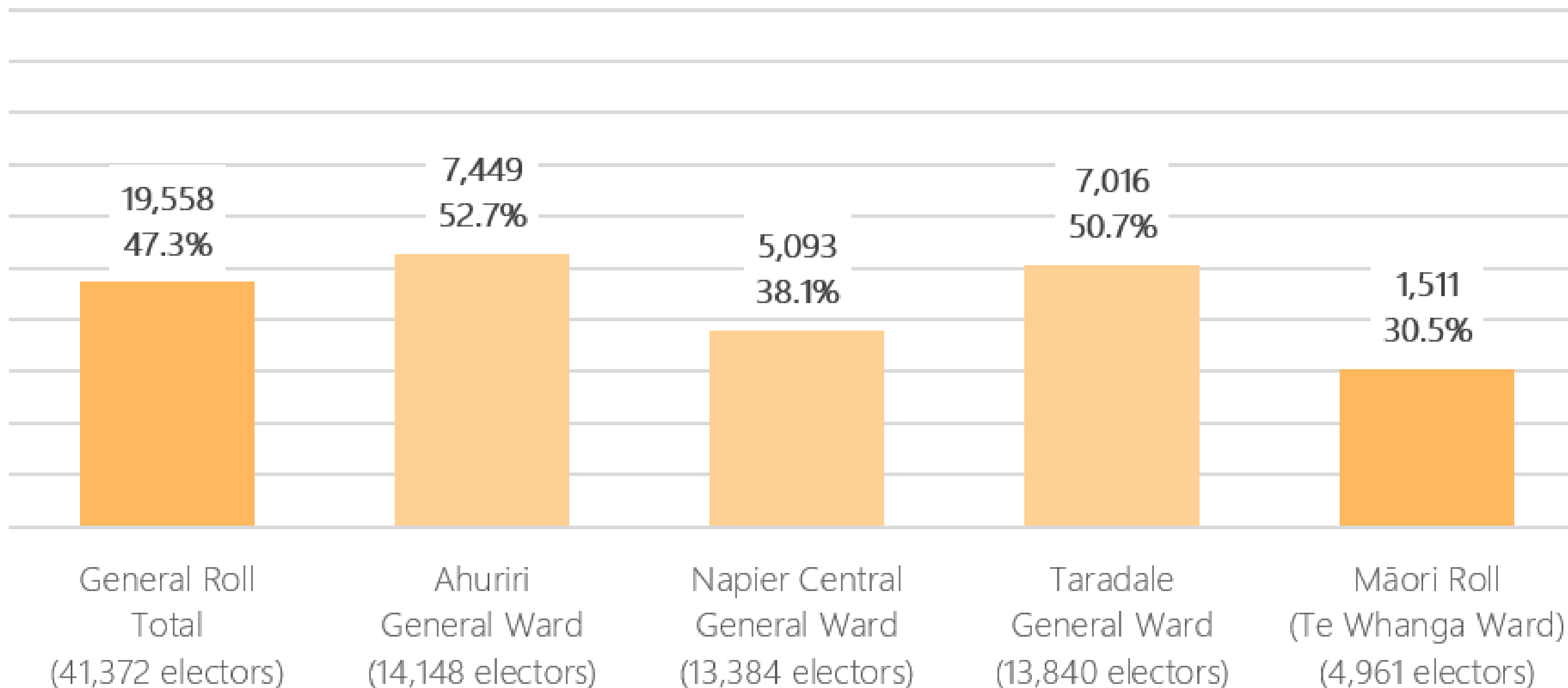
# TURNOUT BY SUBURB





# TURNOUT BY WARD

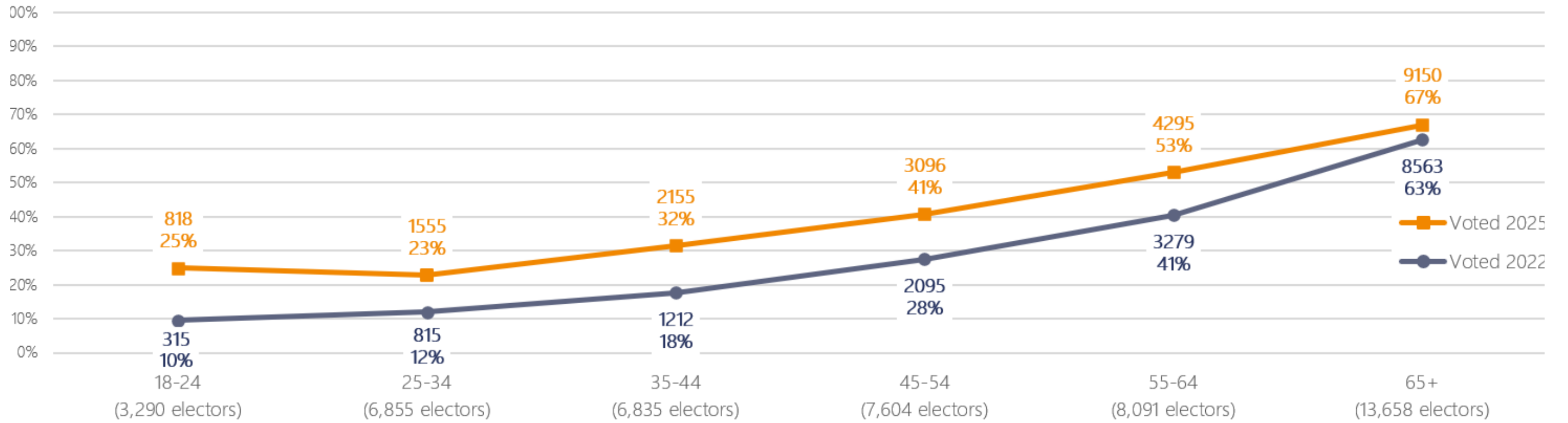
2025 Voter turnout - by roll type & ward





# TURNOUT BY AGE (OVERALL)

Voter turnout rate by age







# *Whiria Ahuriri* Napier's Multicultural Strategy

*Rebecca Peterson, Senior Policy Analyst  
Margot Wilson, Community Resilience Manager*

*Napier War Memorial  
1 April 2026  
Ngā Manukanuka o te Iwi Komiti*

# A community strategy is

**A collective long-term plan to achieve shared goals within a specific community.**



# Whiria Ahuriri

XX WEAVING TOGETHER THE PEOPLE OF NAPIER XX

Napier's  
Multicultural  
Strategy  
2026-2031



**Our Population**  
**64,695**

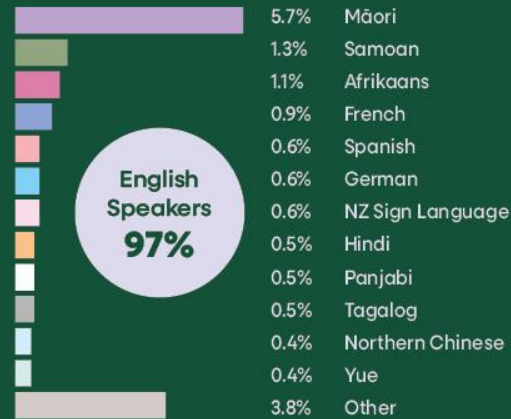
### Our Ethnicities

Nearly 1 in 5 people in Napier identify with an ethnicity other than NZ European and Māori.

NZ European	73.8%
Māori	24.2%
Other European	6.5%
Asian	4.4%
Pasifika	4.2%
Indian	2.2%
Middle Eastern, African Latin American,	1%
Other	1.3%

Note: People can identify with more than one ethnic group and are counted in each group. As a result, the total of all categories may be more

### Languages we speak



**69%** of people in Napier feel accepted by the community\*

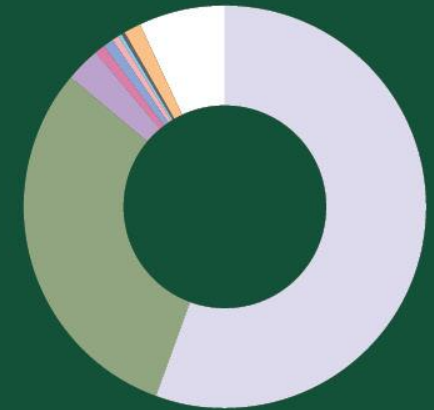
**45%** of people living in Napier believe diversity makes Napier a better place to live\*

### Our Ethnicities Over Time

	2013	2018	2023
European	83.2 %	81.2 %	79 %
Māori	19.2 %	22.2 %	24.2 %
Pacific Peoples	3.1 %	3.4 %	4.2 %
Asian (incl Indian)	3.5 %	5 %	6.5 %
Middle Eastern/Latin American/African	0.5 %	0.7 %	1 %
Other Ethnicity	2.1 %	1.1 %	1.3 %

### Religious Affiliations

- Not religious
- Christianity
- Māori religion, beliefs & philosophies
- Hinduism
- Buddhism
- Spiritualism & new age religions
- Islam
- Judaism
- Other
- Objected to answering



### Places of Birth

NZ  
**81.8%**

OVERSEAS  
**18.2%**

NEARLY  
**1 in 5**  
Napier people



**Top places of birth overseas:**  
United Kingdom, Ireland, Asia, Middle East & Africa  
**Other places include:**



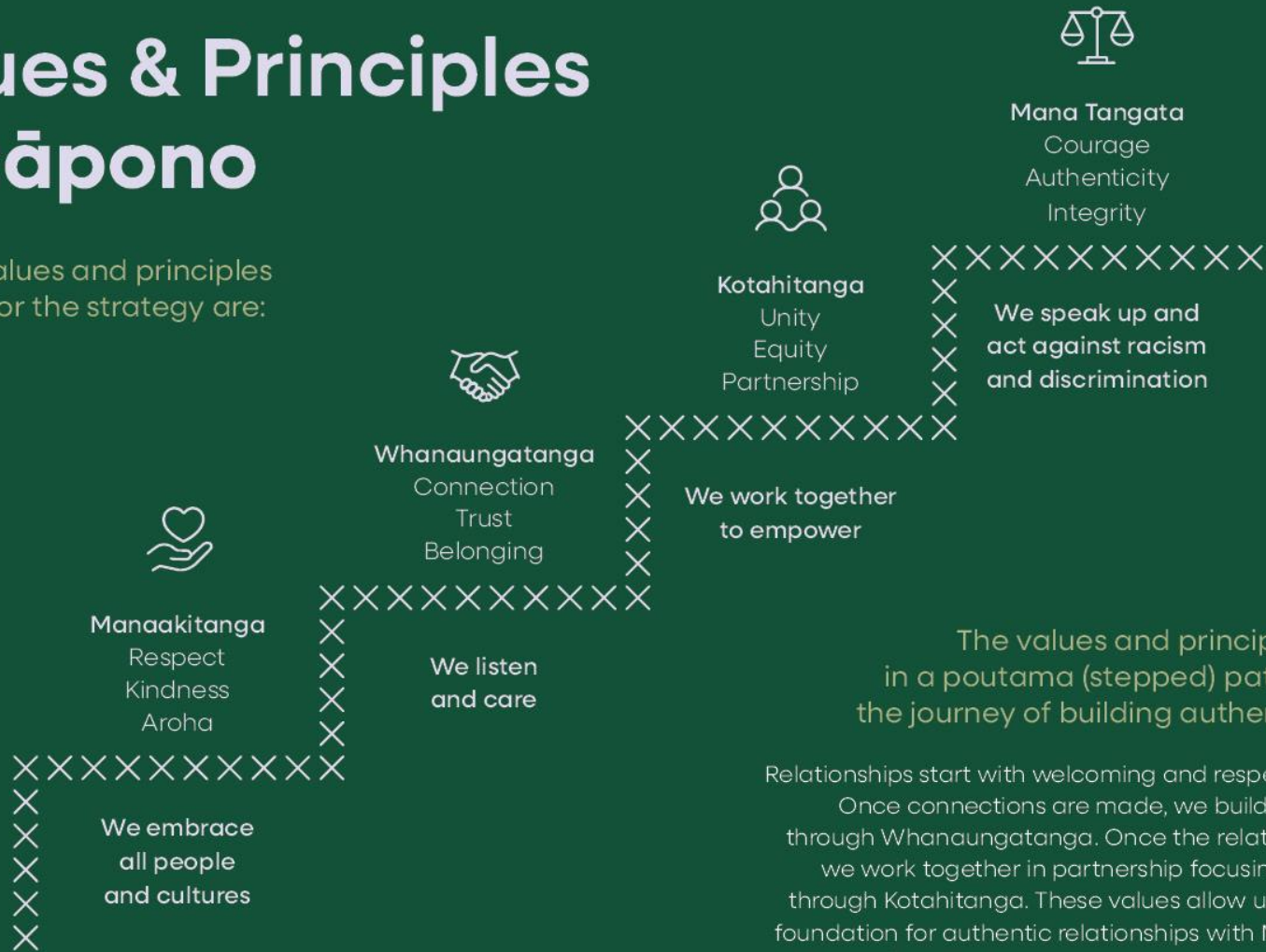
## Vision Moemoeā

The strategy's vision is 'Together We Thrive - Napier is a city where people from all cultures can belong and thrive'.

The vision is underpinned by the name "Whiria Ahuriri" which speaks to the weaving together of different strands (cultures) that form the social fabric of Napier Ahuriri.

# Values & Principles Mātāpono

The core values and principles identified for the strategy are:



The values and principles are arranged in a poutama (stepped) pattern that depicts the journey of building authentic relationships.

Relationships start with welcoming and respect, or Manaakitanga. Once connections are made, we build trust and connection through Whanaungatanga. Once the relationship is established, we work together in partnership focusing on equity and unity through Kotahitanga. These values allow us to establish a strong foundation for authentic relationships with Mana Tangata, where we can have courageous conversations about challenges that

# Focus Areas

**Focus Area 1:** Community connection and cohesion

**Focus Area 2:** Cultural expression and pride

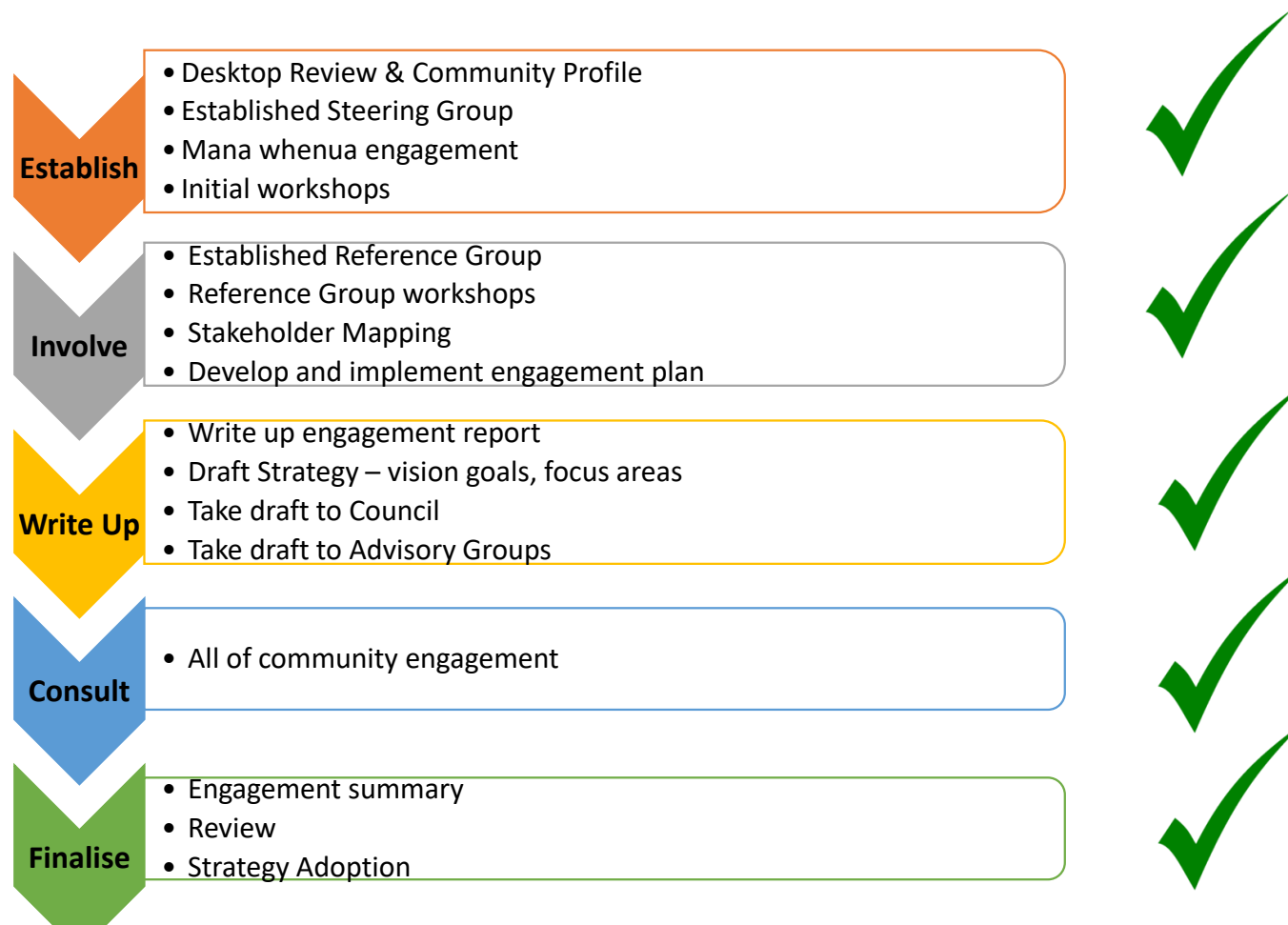
**Focus Area 3:** Wellbeing and safety

**Focus Area 4:** Access and support

**Focus Area 5:** Engagement and participation



# Strategy development





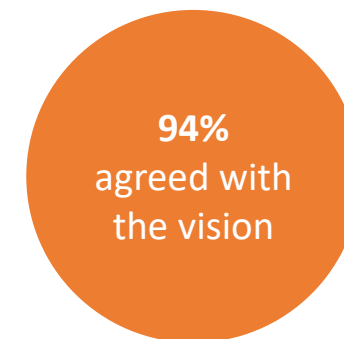
*say it!*

YOUR SAY ON  
NAPIER'S FUTURE

# Whiria Ahuriri - Napier's Draft Multicultural Strategy 2025-2030

- 61% female, 39% male

Age		Ethnicity	
Under 18	4%	NZ European	45%
18-24	0%	Māori	12%
25-34	12%	Samoan	4%
35-44	27%	Chinese	8%
45-54	17%	Indian	16%
55-64	16%	MEELA	8%
65 plus	24%	Other *	29%



\* Other includes Filipino, German, Sri Lankan, NZ Chinese, Norwegian, English, South African, Punjabi, Jewish

## Applause as Council adopts Whiria Ahuriri Napier's Multicultural Strategy

*Published: 6 March 2026*

Napier City Council adopted the Whiria Ahuriri Multicultural Strategy to a round of applause from the public gallery, with supporters filling the seats to show their backing for the strategy they helped shape.

Whiria Ahuriri marks an important step in recognising and celebrating the city's growing diversity. About one in five people in Napier were born overseas, reflecting steady change in the city's make up over time.

Over the past two years, Council has engaged widely across the community, holding workshops, focus groups and presentations with business owners, secondary school students, international students and community groups. This included face-to-face engagement with over 500 people. The strategy brings together the voices, strengths and aspirations of local people and turns them into clear priorities to guide how Napier works together for a strong and inclusive future.

Councillor Greg Mawson, who has held the multicultural portfolio for the past six years, says the strategy reflects the Napier people see every day.

"Whiria Ahuriri is about connection and belonging, and making sure everyone in Napier has the opportunity to participate and thrive," says Mawson. "It reflects the pride people have in their cultures and helps us create a more inclusive city."

The strategy draws on input from Mana Whenua, advisory groups, community members and organisations. It provides a framework for how the city welcomes, includes and supports all cultures that call Ahuriri home.

Councillor Te Kira Lawrence, who has taken on the multicultural portfolio this term, says the next step is turning the strategy into action.

"This is about more than celebrating cultural events," says Lawrence. "It provides a practical framework to support multicultural communities to integrate, access services and feel safe and valued in Napier. I am looking forward to working alongside our communities to develop the action plan and bring this strategy to life."

Council will now work with a new Advisory Group to develop a detailed Action Plan to put the strategy into action. The group will include representatives from organisations and cultural communities across Napier. Together they will help prioritise actions, support delivery and keep communities informed and involved.







# Ngā mihi nui

