

# KŌHINE MĀIA

B O L D &  
C O N F I D E N T  
T E E N A G E  
G I R L S



**SPORT TASMAN**

**A P R I L 2 0 2 2**



A photograph of two hikers with large backpacks crossing a rocky stream in a forest. The hiker on the left is reaching out to help the hiker on the right. The image is overlaid with a blue tint and the word 'CONTENT' in large white letters.

# CONTENT

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A group of young people, mostly teenagers, are gathered at a skate park. They are wearing helmets and holding skateboards. The scene is overlaid with a solid teal color. In the background, a tall light pole with two lights is visible against a clear sky. The group is posed in several rows, with some sitting on the ground and others standing. The overall mood is casual and energetic.

# INTRODUCTION



# HOW IT STARTED

Research shows that physical activity can be a powerful way to support girls on their voyage to being happy, healthy and self-assured.

In 2018, Sport Tasman was announced as 1 of 9 successful organisations nationwide to receive a Sport NZ Women and Girls Activation Fund grant.

This fund was designed to support getting more women and girls (12 – 18 yrs) physically active and develop leadership opportunities through play, active recreation and sport.

Sport Tasman has received funding over 3 years to roll out the Kōhine Māia project across Te Taihu (the top of the South Island).

The project is an expansion of a pilot project we ran with Nelson College for Girls in Term 4, 2018. We took into consideration all of the participants feedback to shape our project and will continue to ensure we listen and design Kōhine Māia with the young women in our region.



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# KOHINE MAIA

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**Kōhine Māia**  
Te Kaitiaki Māori

**SPORT TASMAN**  
more people, more active, more often

**tasman**  
district council  
Te Kaitiaki Māori  
te tai o Aorere



# KŌHINE

TEENAGE GIRL

# MĀIA

BOLD, CAPABLE,  
CONFIDENT



Kōhine Māia is a 3 year project aiming at supporting and promoting the wellbeing of teenage girls (aged 12 to 18 years) through movement, active recreation, play and physical activity.

To do so, we ask what wellbeing and being active mean to them and design activities with them. Kōhine voices are the primary source of insights and guidance we use.

**Kōhine Māia**



# KŌHINE

TEENAGE GIRL

# MĀIA

BOLD, CAPABLE,  
CONFIDENT

**Our name uses Te Reo which translates to:**

**Kōhine** = teenage girl, female adolescent

**Māia** = bold, capable, confident, brave

The youth in our region said the name of a project was important. A name that didn't resonate with them would most likely mean they wouldn't participate in it.

We wanted the inception of our project to reflect its driving principle: empower the girls' voices in our decision-making and planning process. So we reached out to youth and let them guide us towards a name that would inspire them to participate. **Kōhine Māia** was born!





A group of five young people, three women and two men, are standing on a gravel path in a forest, each with a mountain bike. They are all wearing helmets and casual outdoor clothing. The background shows a dense forest of trees under a cloudy sky. The entire image has a teal/cyan color overlay.

# WHY IT'S NEEDED



# WHAT WE KNOW



Only 41% of young women aged 15-17 in Aotearoa meet physical activity guidelines

Kōhine Māia wasn't born in a vacuum. Research has given us plenty of evidence that we need to focus on supporting girls getting active. Here's what we know:

71% of young women want to be more physically active

There is a significant decline in girls weekly participation in physical activity between the age of 12 and 17

The main identified barriers are: 1. too busy; 2. too tired, 3. lack of self-motivation

Research identified more barriers to participation for females than males aged 10-17

Source: Girls and young women profile, Sport NZ, 2018





# WHAT GIRLS NEED

To overcome these barriers, Sport NZ asked girls what they need to be able to fully participate in physical activities. Kōhine want to:

Feel safe  
to  
participate

Fit 'being  
active' around  
other  
commitments

Have fun  
and socialize

Feel confident  
with what  
they're doing

Keep fit  
and  
maintain  
weight

A judgement  
free zone





A group of people are kayaking on a river. In the foreground, a large, mossy log lies partially submerged in the water. Several kayakers are visible, some in Moana-branded kayaks. The background features a rocky riverbank and a range of mountains under a clear sky. The entire image is overlaid with a semi-transparent magenta filter.

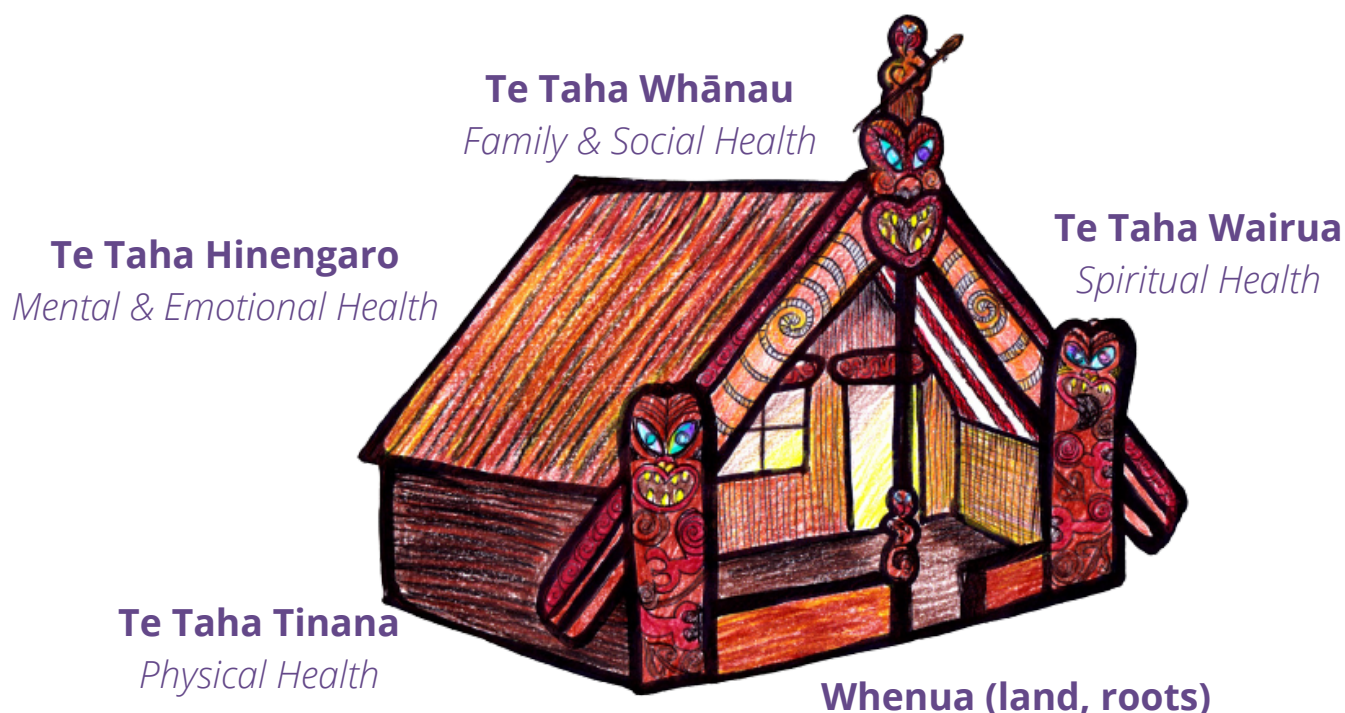
# HOW WE WORK

The philosophies that guide us



# OUR COMPASSES

## Māori model of health - Te Whare Tapa Whā



Kōhine Māia strives to take a holistic approach to hauora/wellbeing. Movement, sport, active recreation and play happen to be the tools we use to enhance the wellbeing of our kōhine, but we make sure it is woven into a broader and multidimensional understanding of what they need to feel well. The Māori model of health, Te Whare Tapa Whā, informs the weaving of physical, mental & emotional, family & social, and spiritual aspects of wellbeing into what we do.



Art by MaoriMermaid



# Mana Taiohi - Youth Development model

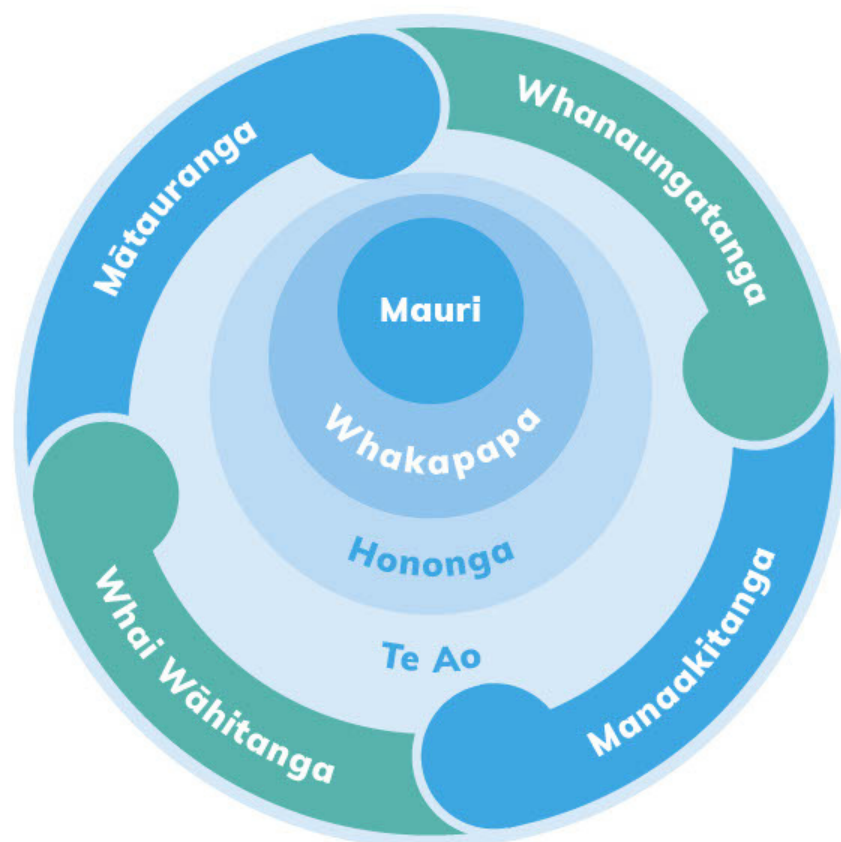
We use a mana-enhancing approach to working with kōhine, called Mana Taiohi and developed by Ara Taiohi. Mana is the authority we inherit at birth and we accrue over our lifetime. This strength-based model is core to a young people's wellbeing, and is fully realised when each of its eight principles are embraced.

We recognize the mana kōhine inherently have through their **mauri, whakapapa, hononga, and te ao**

We use a youth development approach that enhances what exists through: **whanaungatanga, manaakitanga, whai wāhitanga, mātauranga**

For more info, visit [arataiohi.org.nz/mana-taiohi/](http://arataiohi.org.nz/mana-taiohi/)

## Mana Taiohi



### The Mana young people bring or carry:

- 1. Mauri Taiohi**  
We fuel the Mauri of young people, supporting the development of their identity.
- 2. Whakapapa Taiohi**  
With young people we acknowledge Whakapapa.
- 3. Hononga Taiohi**  
With young people we understand Hononga, identify and strengthen connections.
- 4. Te Ao Taiohi**  
With young people we explore Te Ao.

### How youth development approaches enhance Mana:

- 5. Whanaungatanga**  
With young people we prioritise Whanaungatanga, taking time to build and sustain quality relationships.
- 6. Manaakitanga**  
With young people we uphold and extend Manaakitanga, nourishing collective wellbeing.
- 7. Whai Wāhitanga**  
Acknowledging mana, we empower Whai Wāhitanga, participation, agency and responsibility.
- 8. Mātauranga**  
With young people we are empowered by rich and diverse Mātauranga, informed by good information.



# Co-Design: for kōhine, by kōhine

Co-design is a fancy word for collaborating, shared decision-making. This means that all the girls we work with participate in the conception, and if room for it, in the planning and organizing of the project. We aim to oscillate between "engaging" and "co-producing" on the ladder of participation displayed to the right.

Our aim is for kōhine to feel like their voices truly matter and shape what we do. A co-design process helps us ensure that they can be heard and empowered to lead the design, planning and organising of experiences that they can connect and engage with in ways that make sense to them. We also want to ensure we understand and work to remove barriers to participation, and that we create shared values between participants.

Co-design allow us to remain nimble and appreciate that Kōhine Māia is not a one-size-fits all model. Each group will have different needs.

## Locally-led approach

*"The Locally Led Approach is a way of working with communities by seeking to understand and **acknowledge the strengths of a community**, working together with local people to **co-create solutions** and **integrating learning** as an important part of the process."* (Sport NZ, 2018, Evaluation Report Highlights)

As such, we are shifting from being directive to a role of **facilitating, connecting, exploring, and enabling communities.**





# WE AIM TO:

## ENGAGE

Kōhine māia aims to reach out to and listen to girls in a way that makes them feel heard and empowered to design experiences that they can connect and enjoy in their own way.

## INSPIRE

Kōhine Māia aims to create memorable experiences for our girls throughout the co-design process, or participation in activities. We want to encourage girls to share and embrace their passion, and realise the limitless, exciting, and fun ways of being well inside and out.

## LEARN

Kōhine Māia aims to help our girls learn about important topics that are relevant to them (mental health, social media, bullying, environmental protection, self-care, body image etc.) and facilitate high quality conversations that deepen connection to self, others, and the world.

## GROW

Kōhine Māia aims to provide opportunities for girls to learn about amazing things they can achieve, to support them outside of their comfort zone, to harness their extraordinary capabilities and empower them to share this with those around them.



Photo credit: Moana Paddle Nelson



Photo credit: Shattersport NZ



# PRINCIPLES TO ENCOURAGE SUCCESS

- Embody manaakitanga
- Prioritise creative whanaungatanga
- Judgement-free
- Co-design with kōhine
- Evoke excitement and curiosity
- Raise awareness about opportunities
- Create new experiences
- Cultural humility and curiosity
- Work to understand and remove visible and invisible barriers
- Build on existing habits and develop new skills
- Relatable role models and leaders that inspire







# WHAT WE DO



# POP-UP EVENTS

Our variety of Kōhine Māia pop up events are an awesome experience for those involved - both behind the scenes and taking part. We try to offer **series** of pop-up events to foster on-going relationship-building and engagement.

## The events

Our events will include active recreation, and other interests such as music, food, and art. Why would we isolate activities when they can compliment each other so well? All events will have a strong focus on building and sustaining quality relationships with self, others and the world. Some events will have an element of "having a go" at a new sport or hobby, whereas other events will focus on fun and movement.

We will systematically gather feedback to understand what we did well, what we could do differently, what was missing and what else kōhine want to experience at future events.

It's important to note that when we partner with schools and organisations to provide events and experiences targeting teenage girls, we will not exclude boys or LGBTIQ+ communities.



## Timing & locations

Our events will be run outside of school time to encourage those who are either in or out of the school system to participate, and will occur throughout the year.

We aim to utilise the awesome outdoor spaces in our region and provide transport options where possible.



**MOTUEKA**



**RICHMOND**



**GOLDEN BAY**



# COMMUNITY-SPECIFIC PROJECTS

## Who?

We are looking to work with groups of 10-20 girls who belong to an existing community or structure (alternative school education systems, Pasifika/Maori communities, refugee communities, teenagers with disabilities, Youth councils, NEETs etc.) and co-design active recreation projects with them. Ideally, we want to work with groups who are less likely to have access to high quality active recreation opportunities that meet their needs (cultural, logistical, geographical, financial etc.).

## How?

First, we want to organise accessible, regular and exciting activities (playing games, making art, healthy food workshops, rollerskating etc) that will help the girls relax, feel energized and reflect on what matters to them. We want to spend some time collecting honest feedback, ideas and better understand what the girls need to progressively build more purposeful and meaningful activities for them.

## Expected outcomes and Impact

Ultimately, we hope for the group to feel empowered and supported to take ownership over a bigger project – i.e. an overnight adventure, a multi-day exploration or a kōhine school holiday programme related to their interests. We specifically have a specific interest supporting kōhine in deepening their connection to te taiao/our environment. We want to offer the girls as much input and leadership opportunities, while offering strong and reliable support.

These projects also aim to transform the practices of the groups or organisations we work with. We want to demonstrate how using regular active recreation can support relationships and trust-building and wellbeing. We also want to exemplify what co-design is in action and how it increases engagement, buy-in and participation. Finally, we hope to show how active recreation projects can foster kōhine confidence and leadership skills. We wish to see the positive effects of Kōhine Māia ripple out in your organisation!





# K Ō H I N E

TEENAGE GIRLS

# M Ā I A

BRAVE, BOLD,  
CAPABLE,  
CONFIDENT

## C O N T A C T

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**Kōhine Māia**

BOLD + CONFIDENT TEENAGE GIRLS



**SPORT TASMAN**

*more people, more active, more often*





April, 2022

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