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|  | Your organisation | Your role |
| Title | Honi Collaborative (HC) | General Manager |
| Description | Collective of indigenous Te Tairawhiti landowners (including land trusts and incorporations) working toward greater involvement in the growing Eastern Region mānuka honey industry. | * You’re responsible for HC’s strategic planning and investment decisions. You also coordinate and oversee the collaborative’s day-to-day operations and stakeholder engagement activities. * You are based in Easternville but often travel across Eastern Region to meet HC member landowners and potential investors. |
| Goals | * Develop economies of scale for more effective participation in the mānuka honey industry. * Build Te Tairawhiti skills and capacity across the mānuka honey supply chain. * Realise benefits of the mānuka honey industry for Te Tairawhiti in the areas of employment, wealth, environment, and tribal autonomy. | * Secure HC’s place as a major player in the mānuka honey industry. * Grow landowner and other stakeholder membership in HC. * Solicit ongoing investment to support HC operations and outcomes. |
| Values | Strength in numbers, self-determination, kaitiakitanga (guardianship), and manaakitanga (care for each other). |  |
| Relationships | * Growing network of Te Tairawhiti landowners through HC member contacts and advisory board. * Mutually supportive relationship with Te Rūnanaga o Te Tairawhiti (TROTT). * Periodic interaction with potential national and international HC customers. |  |
| Resources | * Access to $70,000 in start-up funding from DRA’s Productive Partnerships programme supporting indigenous development in the primary sector. * Investment, business support, and initial land supply from TROTT’s commercial subsidiary. * $2 million in potential investment funding. |  |
| You are here because … | HC’s success depends on the continued use of land for honey supply and production. Changes to land-use management or practices in the catchment have the potential to impact HC’s operations. | * You’re hoping to procure increased landowner and other stakeholder membership in HC. * You’re also on the lookout for potential innovative HC investors. |