

# UNLOCKING THE POTENTIAL OF WHENUA MĀORI

“Unlocking the potential of whenua Māori will create jobs and drive economic growth in the regions. By investing in these projects, we are respecting Māori landowners’ kaitiaki responsibilities, and partnering with them to achieve their economic aspirations.”

**Ben Dalton**  
Head of Regional Development,  
Provincial Development Unit

The Provincial Growth Fund is supporting Māori landowners to achieve greater levels of prosperity through our investment in whenua Māori (Māori-owned land). We’re lifting the productivity potential of this land to make a difference to whānau and communities in the regions.

## Making a difference for Māori landowners

The Government has allocated \$100 million from the Provincial Growth Fund to support Māori with investment ready projects to develop their land. We know that some Māori landowners face significant barriers to develop their land, and by helping overcome these barriers it’ll support economic growth in the regions.

By unlocking the opportunity that this land has, the Provincial Growth Fund is enabling the Māori economy to grow and thrive.



1.5 m hectares of Māori freehold land



80% of Māori freehold land is underutilised

## Who is eligible for funding?



You may be eligible for a loan or grant if your project:

- Involves Māori freehold land or general title land owned by Māori.
- Comes from small to medium Māori landholdings that require investment of financial capital to unlock and realise latent potential.
- Is seeking PGF funding no greater than \$10 million.
- Fits within existing PGF criteria.

PGF Whenua Māori loans can look for alternative security rather than requiring applicants to offer their land as collateral.

If you don’t meet these requirements, you might still be eligible for general PGF funding or funding from other government agencies.

## What projects may be funded?



We’re supporting **investment ready** projects that have completed the pre-commercial requirements, such as having completed a feasibility study. Does your project:

- Have mandate from the landowners/beneficiaries to undertake the project?
- Have the required consents?
- Have a verified market for goods and services?
- Have the capability (e.g. governance, project management, financial/commercial capabilities) needed to deliver?
- Increase the sustainable productivity of the land?

## If my project is not yet investment ready, what support is available?



Te Puni Kōkiri (TPK) and the Ministry for Primary Industries (MPI) have a number of programmes to support Māori landowners become investment ready. The Provincial Development Unit, TPK and MPI are working together to deliver PGF Whenua Māori applications.

New Zealand Government

### More information

Please visit [www.growregions.govt.nz/whenuamaori](http://www.growregions.govt.nz/whenuamaori) for more detailed information. Contact your PDU regional advisor with any pātai (contact details available on the Grow Regions website).