

2025 Kaimai Mamaku Restoration Project SOCIAL IMPACT

Ka ora te whenua, ka ora te tangata | When the land is well, we are well

Kaimai Mamaku Restoration Project kaimahi experience significant positive impacts through their conservation mahi. Overall, kaimahi | workers feel fitter and stronger than before they started, experience better mental health and feel more connected to whenua, whānau, tūpuna and iwi. They strongly believe their mahi is making a positive difference and they're confident talking about it.

The social and cultural impacts of conservation mahi is a compelling co-benefit of investing in nature.

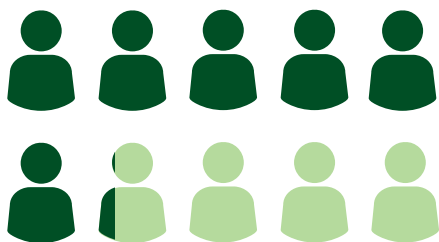
Te Whare Tapa Wha

Developed by leading Māori health advocate Sir Mason Durie in 1984, Te Whare Tapa Wha describes health and wellbeing as a wharenui with four walls. When all these things are in balance, we thrive.

This model was used as the basis of the Kaimai Mamaku Restoration Project Social Impact Survey.



Taha Tinana | Physical



60.9%

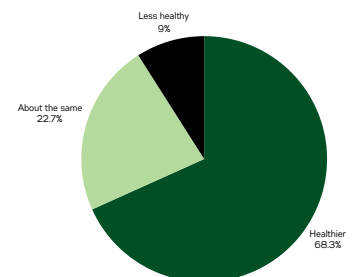
of kaimahi feel fitter since starting this mahi.

56.5%

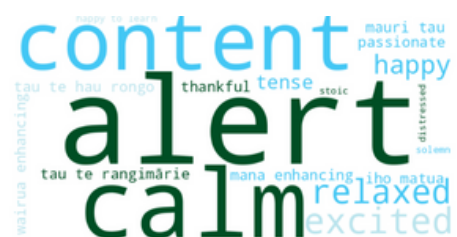
feel stronger since starting this mahi.

Taha Hinegaro | Mental and Emotional

68.3% of kaimahi say their mental health has improved since starting this mahi.



Commonly felt emotions and feelings:



Taha Wairua | Spiritual



65.2%

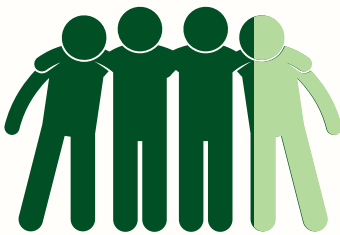
of kaimahi feel much more connected to wairua | spirituality since beginning this mahi.



86.4%

say their connection to spirituality has had a positive, or very positive, impact on their lives.

Taha Whānau | Family and Social



77.3%

of kaimahi report a stronger connection to their whānau, hapū or iwi since starting this mahi.



81.6%

report a stronger connection to their wider communities since starting this mahi.

Taha Whenua | Roots



77.3%

of kaimahi have a stronger connection to whenua, tūpuna, whakapapa and maramataka since starting this mahi.

68.2%

have a deeper understanding of te taiao since starting this mahi.

95.5%

are confident this mahi is making a positive difference on te taiao and/or their communities.

77.3%

are more confident to talk about their mahi with others.

Closing kupu from kaimahi

"This work has been critical in restoring the environment by the people that need to be doing that!!"

"We still depend on the Kaimai as a way of life and we need to protect it for future generations."

"Nāu te raurau, nāku te raurau, ka ora ae te whenua, hei oranga mo te tangata. With your food basket and my food basket, the land will thrive."

"Ko au te whenua – ko te whenua ko au. I am the whenua and the whenua is me."

"It's about the people."