
30th *Anniversary*
McDonald's,
Te Tai Tokerau
Scholarship

Ngā mihi mui to the McDonald's Tai Tokerau scholarship for giving me this opportunity to see that there is option after high school. Especially from a low decile area. But end the end it's what you make of it, and the support this scholarship has proved has truly made the possible. I wish all the best for the future.

~~Anna~~

Arohanui to the McDi scholarship making changes all over + hopefully carries on to another 100 y's - congrats to those up + coming.
Ngā mihi Annie 2002

Changed my life :)
#Waiting forever

Thanks for all the support over the years, especially during the 3 years at AUT. We have appreciated the help from Heveta, Hinemoa, Margaret, Lolita, and Kitea. It was also great to meet all the team from McDonald's over the years. On behalf of the 2010 Macca Babies.
Chene, Joss, Paige & Emily xx

- Ry ♡

A BIG ngā mihi to you all!
Grateful to be apart of such awesome whānau xx
Kupia #2018

Tauā te mihi atu ki te
Mama! love you
for ever,
Tamaraffa

Ngā mihi ki akeoi, ki te whānau o Makihānara, AUT,
Ngā Tuakana me Toimā! Thank you for all being so influential not only in my life, but the many lives of Māori within Northland! Graduating as a Nurse through this scholarship has helped me live my/what were only dreams. Lots of thanks, Kirsta-lee Freeman (Harro).

Arohanui
From Wini
2021 maccas
BABY

Riverlee Vanpraseuth
love from the east coast

Hawaiiki 30 H+E
MATHURU
Henare 2022!!

" I LOVE MACCAS
SO MUCH!!
AND ALL OF OUR
MACCAS WĪHĀNAU

"Mhoro.
Inspirational stories
nga mihi rau ki
a Kotahi te Toapu
Meketaurangi."
(Mother of scholarship recipient.)

Arohanui Hariata, Aunt
and m's's.

It has been one of
my proudest times in 42 yrs
of Education to be connected
to this family. Such love, care
and connection

" LOVE FROM "
FLAT 39 THIS
years maccas
scholarship
intake!

Best wishes for the next 30 yrs

Darryl Work

Bay of Islands Coll

2022
is our
year

Toku was the
Best person ever
to walk the earth
She was a beautiful princess.

Can eat two Big maccs
in 10mins!!

Flat 39

Kiwhina
Mangu
2022
Nui te arohanui

Ngākau nui ki a Kotahi
Kotahi He nui māhanga
he nui arohanui hoki tenei,
i ngā nui kotahi hoki tenei,
aua he haurangi, aroha kite
PAPO

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Scholarship recipients.*

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Celebrating 30 years of tertiary scholarship

This month McDonald's celebrates the 30th anniversary of the McDonald's Te Tai Tokerau scholarship, offered in partnership with Auckland University of Technology (AUT) to broaden the horizons of promising Māori students. The McDonald's scholarship programme is one of the longest running scholarship programmes at AUT, seeing over 100 scholarships awarded to students from Te Tai Tokerau region since 1993.

In 2016, the scholarship programme was extended to the Wairoa-Gisborne region.

At its heart, the McDonald's Te Tai Tokerau scholarship programme is about promoting Māori potential and supporting educational success. The scholarship assists Māori students to gain tertiary qualifications that will assist in the economic, professional and community growth of their hapū.

The programme provides students with a supportive environment in which to enhance and inspire both academic and personal success. Along with financial assistance, the scholarship offers networking opportunities, corporate role models and university support services.

"McDonald's NZ has remained steadfast and unwavering with their support of this programme," says Hariata Mareroa, AUT Te Kaiwhakahaere (Manager), who has been involved for all but two of its 30 years. "McDonald's kept true to the original intent of the programme, academic success although important would not be the only focus, assisting individuals to reach personal and professional goals was as important.

"They understood that many of the recipients would be the first in their families to undertake this journey, that they were leaving their most trusted support structures – whānau – to undertake qualifications in the largest city in Aotearoa and they have always understood that this is a huge undertaking for anyone let alone for the most part an eighteen-year-old.

"It has been an absolute privilege and honour to witness the growth and development of young leaders from the North, their strength of character is epitomised by their resilience and perseverance."

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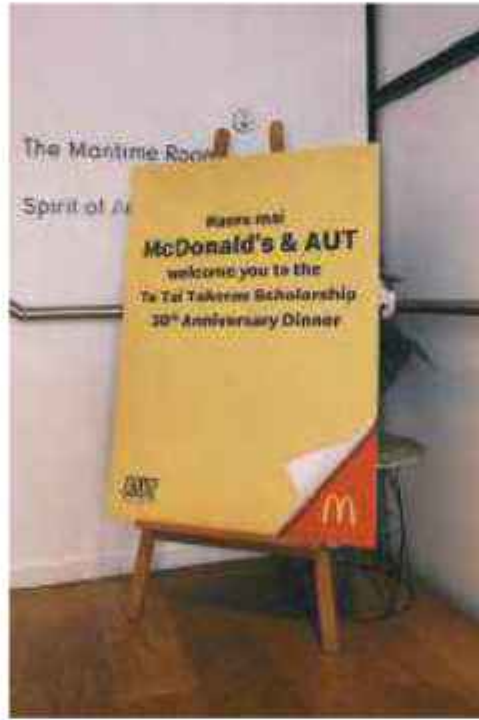
Karakia Whakamutunga
(Closing prayer)

Karakia Tīmatanga

Rapua

Rapua,	Seek out knowledge,
Rapua,	Find it,
Rapua,	Examine it,
Kia wānanga,	So that it may be shared
Wānanga ki uta,	Across the furthest reaches of land,
Wānanga ki tai.	And the great expanses of the ocean.
Kia wānanga ai te tikanga,	Herein, we may discuss the origins,
Te tikanga ā-nuku,	The histories,
Te tikanga ā-rangi.	and genealogies.
Kia hua mai ko te tikanga,	From these emerge our practices,
Kia pupuke te mahara.	Which invigourate our minds.
Haumi e,	Bind these words,
Hui e,	Manifest these words,
Tāiki e!	Let it be so!

30th Anniversary Dinner



MASTERLIST



ALAN DUNN

Former McDonald's NZ CEO & Chairman

Alan Dunn worked together with former Director of AIT Student Services, Phil Ker, to develop the McDonald's Te Tai Tokerau scholarship. The scholarship was created from the desire to encourage and support Māori secondary school students.

HARIATA MAREROA

AUT Te Tari Takawaenga Māori

Hariata Mareroa has been involved with the scholarship programme for 28 of the 30 years that the scholarship has existed, valuing the enrichment of personal and career growth of its recipients.



KYLIE FREELAND

Current McDonald's NZ Managing Director

The McDonald's Te Tai Tokerau scholarship embodies McDonald's core values, supporting our communities, creating strong leaders, and remaining committed to their Macca's Baby's.

SIMON KENNY

McDonald's NZ Head of Communications

Simon Kenny leads McDonald's New Zealand communications, listening to Kiwis and promoting transparency.



KITEA TIPUNA

Former AUT Māori Liaison Officer

During his time with AUT, Kitea Tipuna worked closely with Hariata Mareroa and many others, supporting scholarship recipients in their tertiary journey.



KATE PORTER

Former McDonald's NZ Communications Manager

Kate Porter worked with Hariata Mareroa and Wiremu Tipuna to interview our scholarship candidates and aided in the selection process for our recipients.

KIMBERLY BARTLETT

Former McDonald's NZ Communications Manager

Kimberly Bartlett worked with Hariata Mareroa and Wiremu Tipuna finding and reaching out to our recipients.



JOANNA REDFERN-HARDISTY

Former McDonald's NZ Director of Communications

Joanna Redfern advocates for McDonald's long history of creating success and upskilling communities.



WIREMU TIPUNA

AUT SSA Kaitaunaki Reo

With a focus on Te Reo, mātauranga Māori and Te Tiriti o Waitangi, Wiremu Tipuna is an invaluable resource and support for our scholarship recipients.

Kylie Freeland

Managing Director, McDonald's New Zealand

“

McDonald's has operated in New Zealand for just over 45 years. Te Tai Tokerau karahipi sits alongside our relationship with Ronald McDonald House Charities as one of our most enduring and rewarding community partnerships.

For 30 years the karahipi has been part and parcel of the managing director's remit, and something that myself and my predecessors feel a connection to and a responsibility to continue.

One of the core strengths of the McDonald's business is the concept of the 'three legged stool'. In our world, the three legs of the stool are McDonald's corporate staff, our franchisees and their people, and our suppliers. The philosophy is that the three legs are the foundation of our business, and balance is key.

I can see parallels with the structure of the McDonald's Te Tai Tokerau scholarships, with McDonald's New Zealand, AUT University, and the schools and students working together to make the programme so successful.

The concept of the scholarships is a simple one – to help young Māori students overcome barriers and enable them to pursue tertiary studies. Over the last 30 years we're proud to have helped around 150 young tāne and wāhine.



While the monetary investment in the scholarships is in excess of \$1 million, the way we measure the success of the scholarship is not measured in dollars, degrees or other strictly tangible measures.

When we look back on the last 30 years, the real success is talking to individuals about how they've benefited from their association with the scholarship. Not just the scholarship recipients themselves, but also their whānau, the school staff who have fostered awareness and belief in the scholarships, the AUT staff who have evolved the programme over time, and the McDonald's people who hold the scholarships so dear.

I'd like to thank those involved in collecting and sharing the stories and memories in this book. I truly believe the McDonald's Te Tai Tokerau scholarships are an exemplar for how the private and public sector and tangata whenua can work together to drive positive outcomes.



The real success is talking to individuals about how they've benefited from their association with the scholarship.

