

## **MEDIA RELEASE**

### **‘STORYTELLING KEY TO INDIGENOUS SUCCESS’**

For Immediate Release

28<sup>th</sup> June, 2009

Maori entrepreneur and tourism innovator, Mike Tamaki will address more than 500 indigenous leaders from across North America this week, as part of the ***Gathering for Success*** forum, being held in Banff, Alberta, Canada.

Organised by ***The Government of Alberta's Ministry of Aboriginal Relations***, in partnership with **Treaty 7 Management Corporation**, the forum kicks off in Banff, Canada, today (Sunday 28<sup>th</sup> June, Alberta Canada time).

First nation tribal, economic and academic leaders from across North America will spend two days studying indigenous success stories from around the globe, identifying barriers to indigenous success and designing strategies to overcome obstacles.

Most of the two and a half day event will take place across 24 workshop sessions led by indigenous leaders of different discipline from around the world. Mike Tamaki's presentation, however, will be made at the pinnacle event, to the full conference contingent during the Banquet dinner tomorrow night (6.30PM Monday 29<sup>th</sup> June, Alberta, Canada time).

Mike will showcase how tourism can enrich the dignity and mana of indigenous culture and tradition, as well as empower true, sustainable economic independence for indigenous communities. However it won't be traditional tourism he will be pushing. Mike says he will be driving for a new and more integral approach to tourism – an approach he has dubbed, ***'Global Storytellers'***.

“The days of ‘a song, a dance, and a feed’ tourism are over. Today's travellers are seeking a deeper, more integral encounter with indigenous cultures. We believe ***'Global Storytellers'*** is the key,” he says.

Tamaki Heritage Group has been working on its New Zealand expression of ***Global Storytellers*** for more than seven years. Two of the three culture and heritage re-enactments are established with ***'Lost In Our Own Land' (Christchurch)*** and ***Journey of Ages (Rotorua)***. The third re-enactment is under development and will be launched in 2012 ***The Arrival (Manukau, Auckland)***. These encounters are linked beneath the unifying trilogy ***The Chronicles of Uitara*** banner with each experience mirrored in a novel by the same name.

“In reading these novels, people come to know us – they come to admire our heroes, they feel our conquests, celebrate our victories and mourn our losses. In doing so they come to know our culture. Upon travelling here, these same stories are then experienced firsthand through our re-enactments”.

