

PATU FOR THE PEOPLE





Third fattest county in the OECD

1.2 million kiwis are obese

48% Maori are obese

65% Pacifica are obese





A

Achievable

Affordable

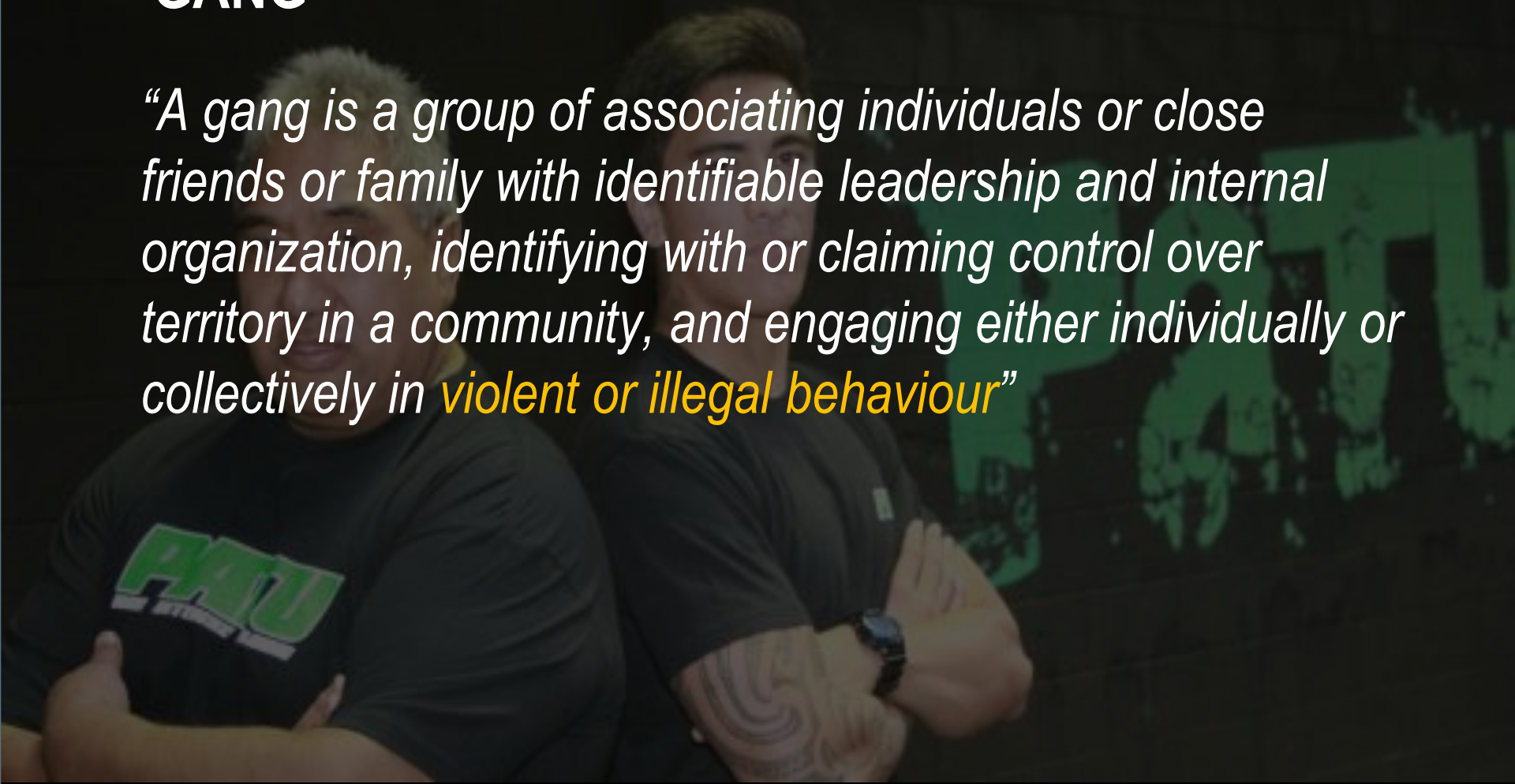
Accessible



A O T E A R O A

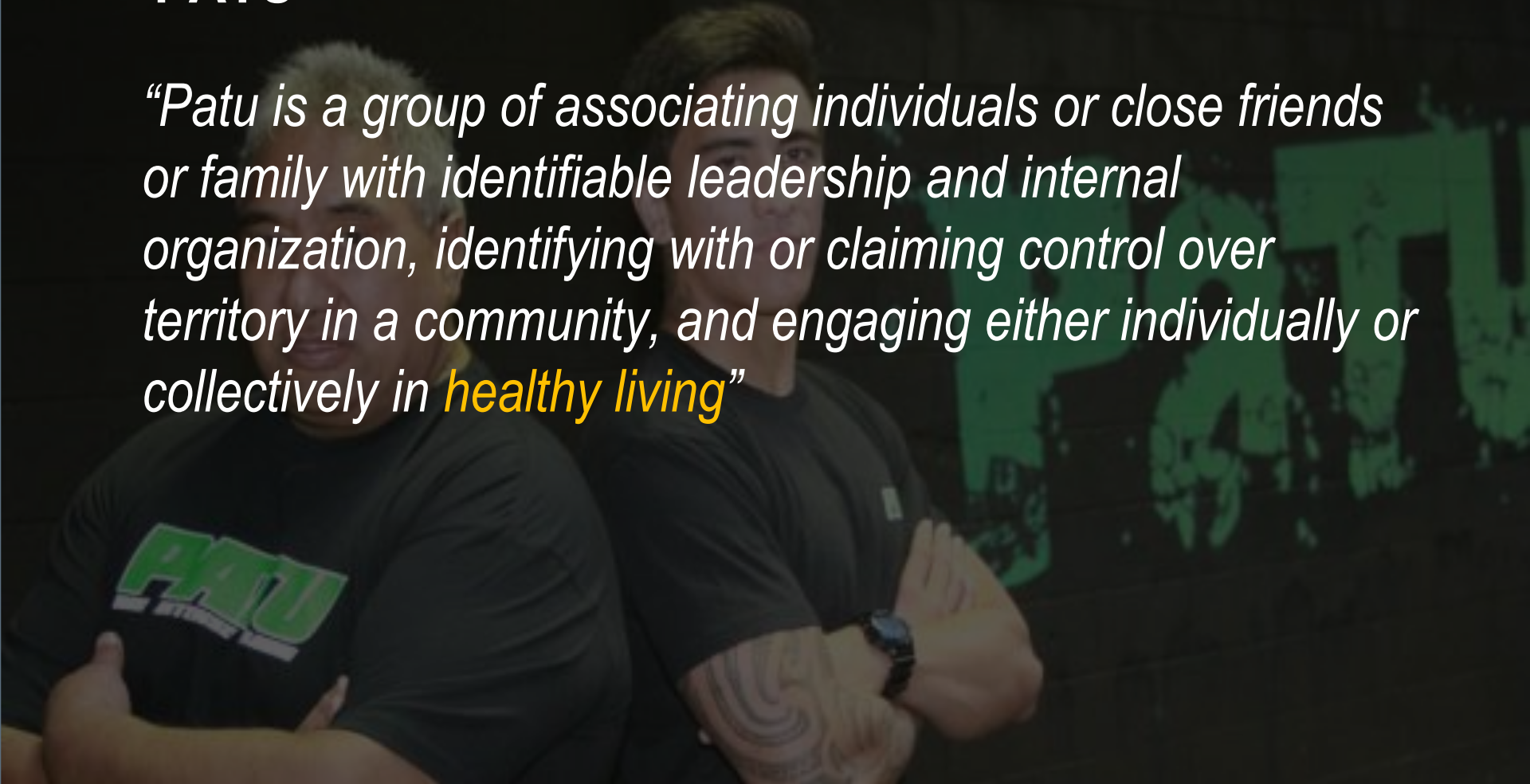
GANG

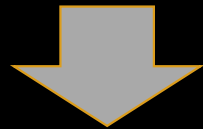
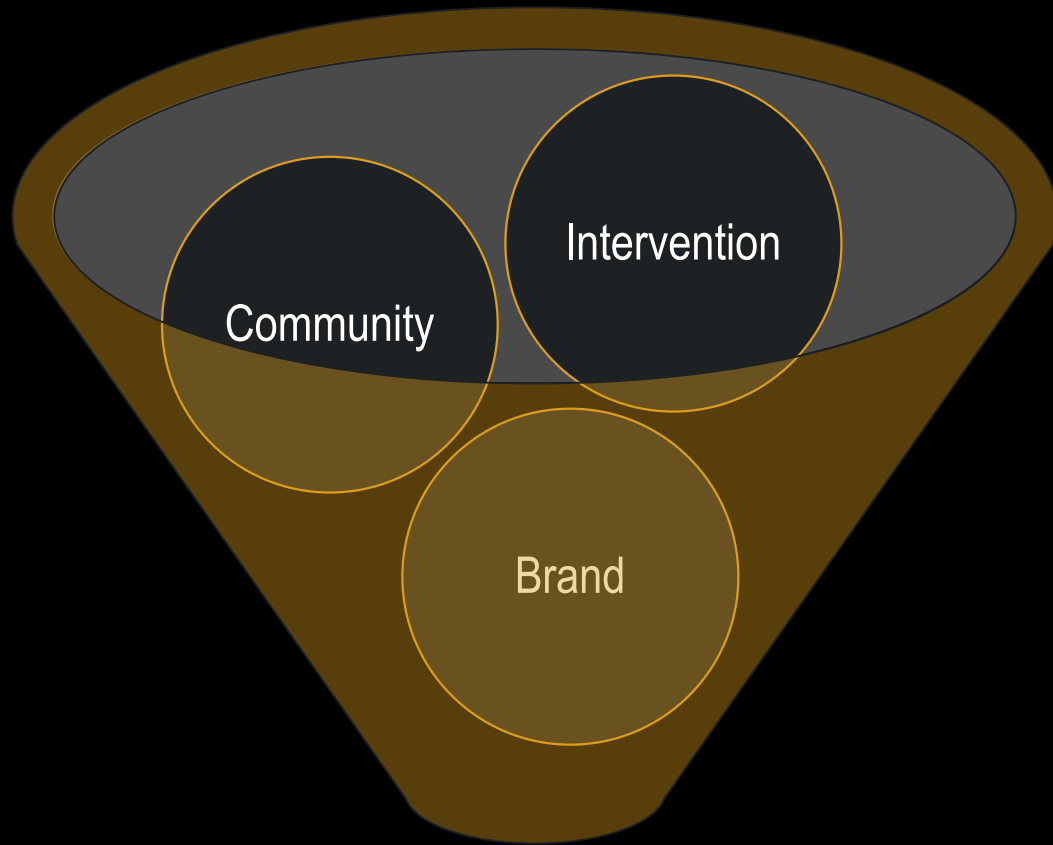
*“A gang is a group of associating individuals or close friends or family with identifiable leadership and internal organization, identifying with or claiming control over territory in a community, and engaging either individually or collectively in **violent or illegal behaviour**”*



PATU

*“Patu is a group of associating individuals or close friends or family with identifiable leadership and internal organization, identifying with or claiming control over territory in a community, and engaging either individually or collectively in **healthy living**”*





Movement



A photograph of a person carrying a child on their shoulders on a golf course. The person is wearing a dark shirt and pants, and the child is wearing a red shirt and dark pants. They are walking on a green lawn. In the background, there are trees and a fence. The text is overlaid on the image in a bold, yellow, italicized font.

***“Build a sustainable
health model for
Aotearoa”***

Charity

Social Enterprise

Company



Benefits of Social Enterprise

- **Unique and innovative**
- **Sustainable programme**
- **Government funds**
 - **Payment for outcomes**
- **Private investment**
- **Profits reinvested into growth**
- **Pay GST**



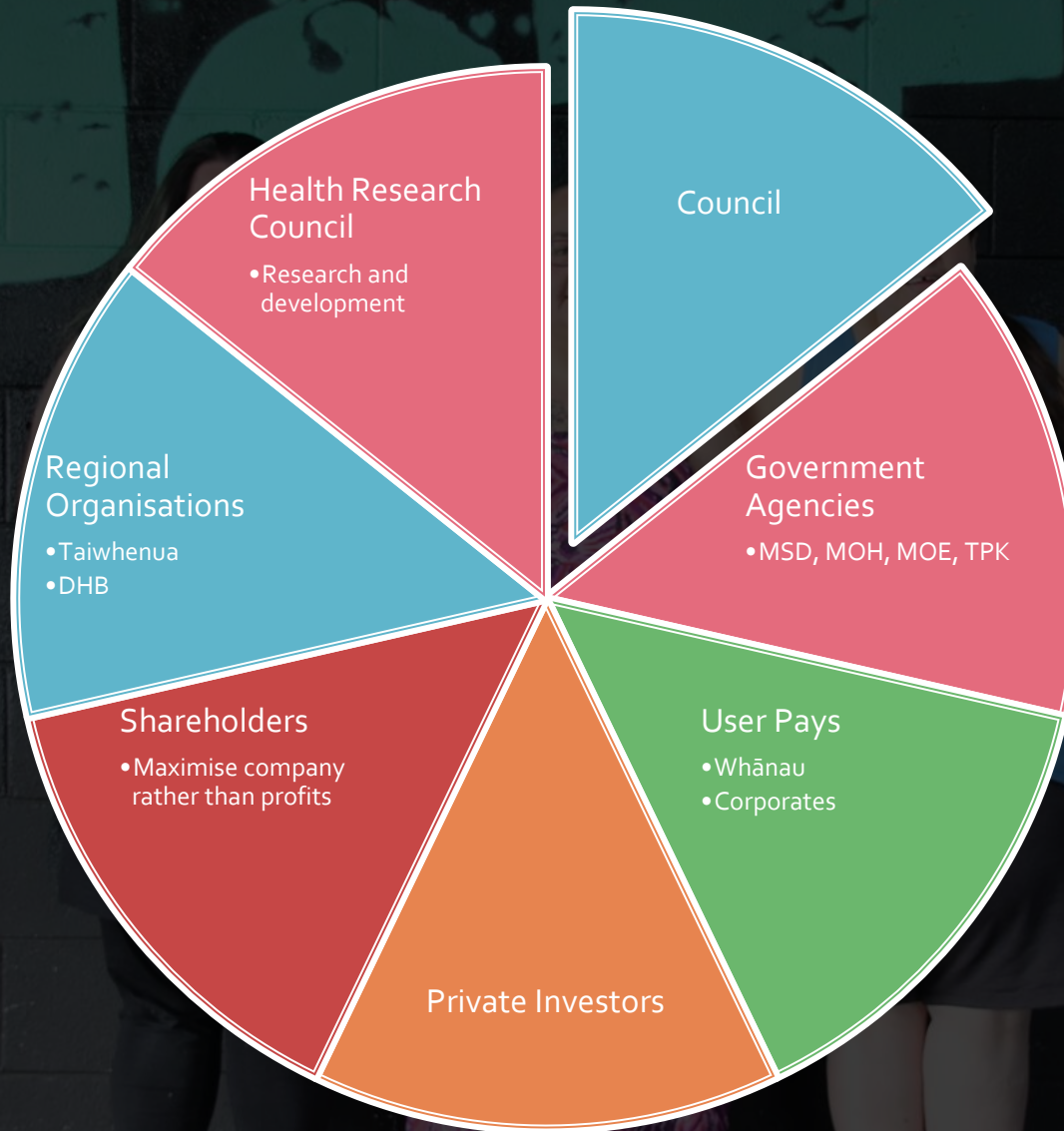
Reducing Health Cost

Creating Employment

Reduction in Crime

Prosperous Aotearoa

Investment Streams



\$10

INVESTMENT

Your return on Investment

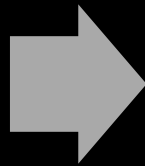
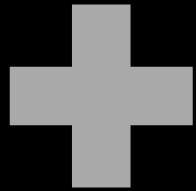
- Improved strength and fitness
- Reduced obesity
- Less medical visits
- Improved Highly effective and efficient in home life and the workplace
- High self-esteem
- Increased sex drive
- Meet new friends
- Improved overall health and wellbeing

Measuring Impact

“Measuring what matters”

Business
Model

The diagram consists of three main elements on the left side: a pink circle at the top containing the text 'Business Model', a grey plus sign in the middle, and a red circle at the bottom containing the text 'Movement'. A grey arrow points from these three elements towards a large green circle on the right side that contains the text 'Impact'.



Impact

Movement

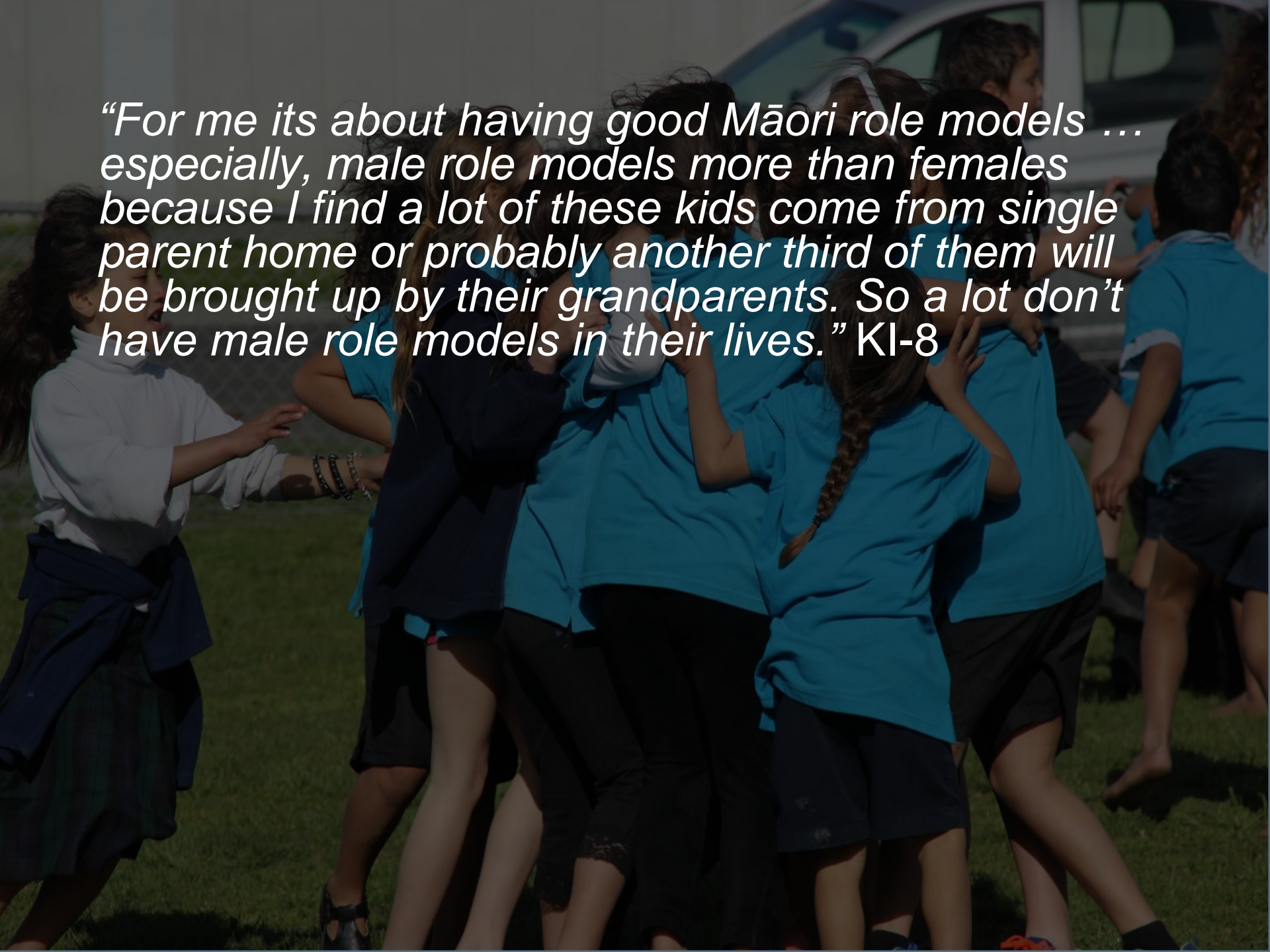
Patu Aotearoa Research Team

Impact Measured

- Health and Social Outcomes
- Qualitative Analysis (focus groups, interviews)
- Quantitative Analysis (weight, blood pressure, anthropometric)
- The “MEKE” Meter

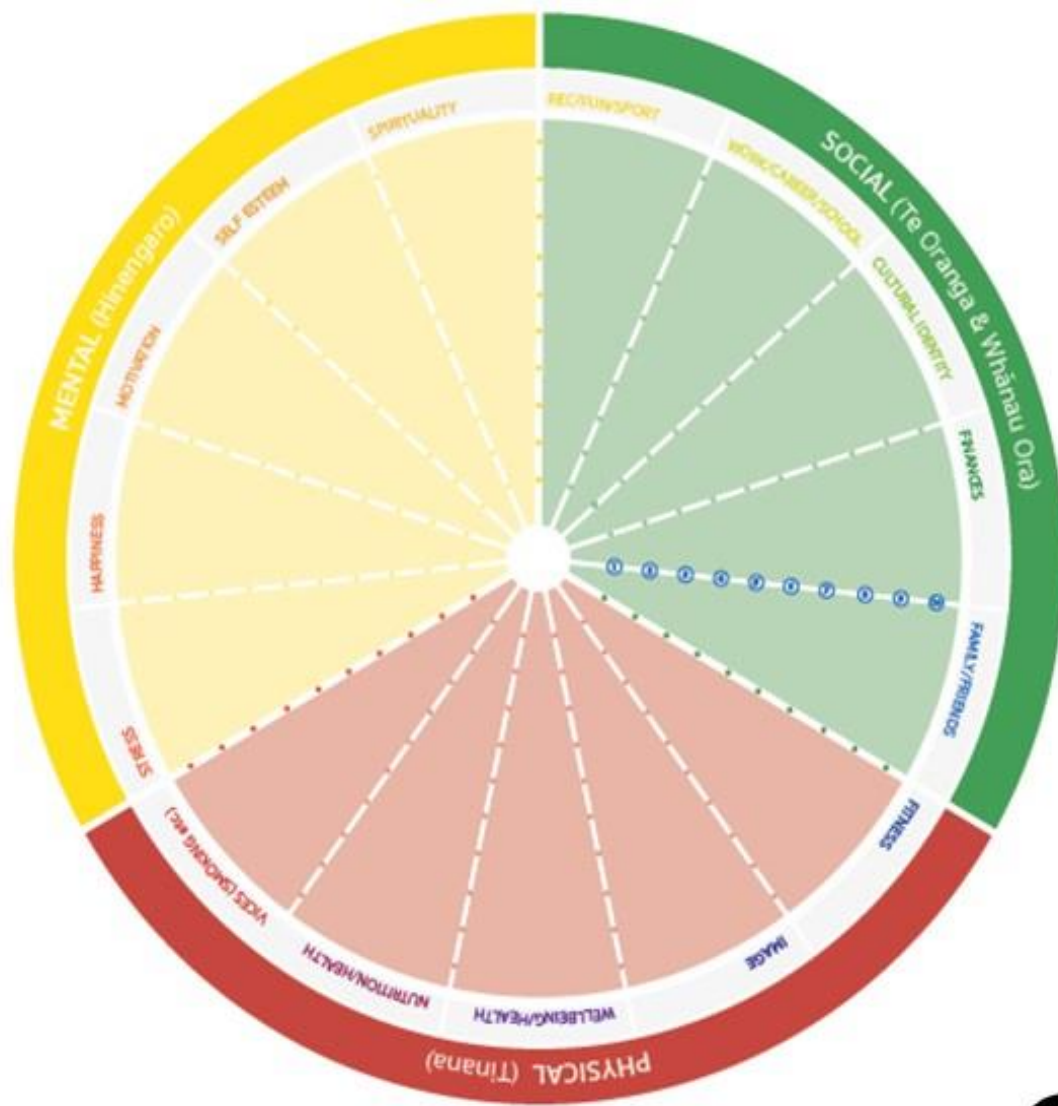


“For me its about having good Māori role models ... especially, male role models more than females because I find a lot of these kids come from single parent home or probably another third of them will be brought up by their grandparents. So a lot don’t have male role models in their lives.” KI-8



BOIBOI DANIELS

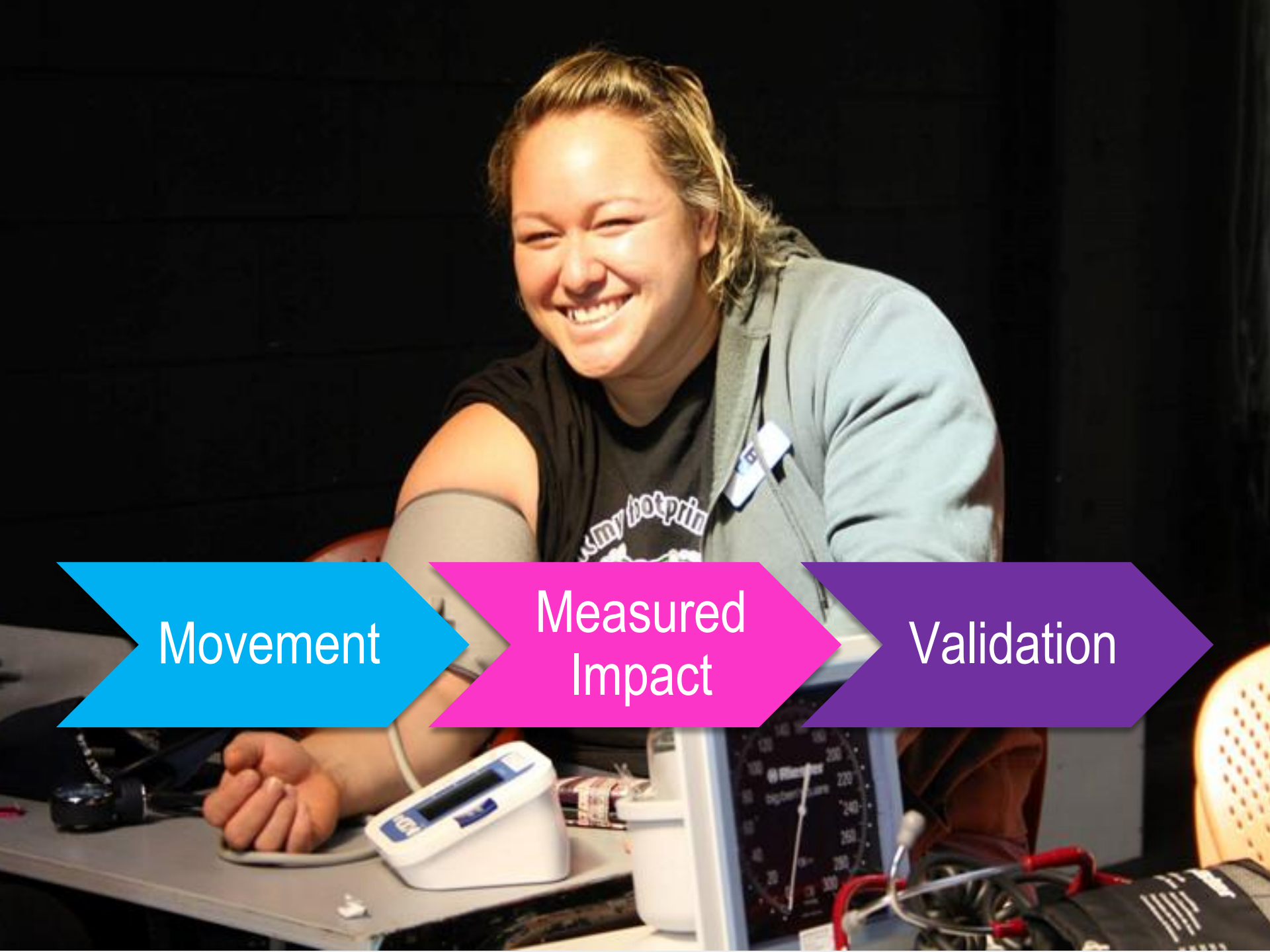




The MEKE Meter!

Tēnā koe!
 Rate yourself (honestly) for each section
 A big slice of pie = very Ka pai!





Movement

Measured
Impact

Validation

Barriers for Patu Aotearoa

- Investment opportunities
- Charitable status
- Tax
- Education around Social Enterprise to sectors
- Contractual Arrangements

Future for Patu Aotearoa

- Patu Aotearoa Ltd (Commercial)
 - Multi Purpose Facility
 - 24/7 Gym
 - Group Exercise
 - Indoor court
 - Napier n Hastings

Future for Patu Aotearoa

- Raise 1 Million Dollars
- How?
- Equity Crowdfund Campaign with PLEDGE ME
- Sell shares in PATU AOTEAROA
 - key stakeholders
 - whanau
 - PATU members

For more info- Patu Aotearoa on Facebook

Future for Patu Aotearoa

- Established The MEKE Foundation
 - Educate whanau
 - Employment
 - Education eg, Skills Active
 - Nutrition
 - Financial Literacy
 - Housing