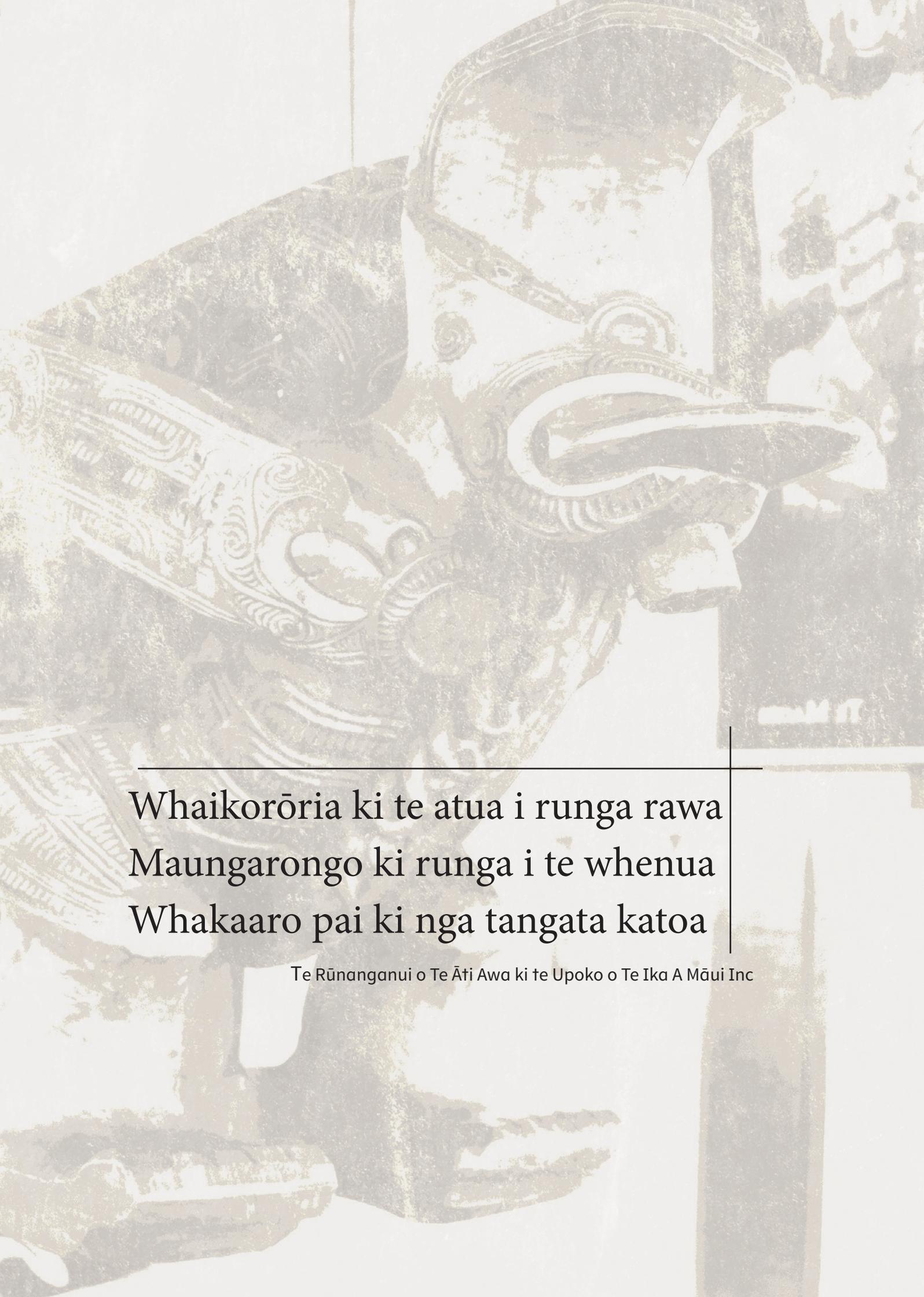


STRATEGIC REPORT 2019

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TE RŪNANGANUI O TE ĀTI AWA



Whaikorōria ki te atua i runga rawa  
Maungarongo ki runga i te whenua  
Whakaaro pai ki nga tangata katoa

Te Rūnanganui o Te Āti Awa ki te Upoko o Te Ika A Māui Inc



TE RŪNANGANUI O TE ĀTI AWA

## Contents

<b>Strategic Intent</b>	<b>3</b>
<b>Our Vision</b>	<b>4</b>
<b>Our Purpose</b>	<b>4</b>
<b>Who We Are</b>	<b>5</b>
<b>Why We Do What We Do</b>	<b>6</b>
<b>Our Values</b>	<b>7</b>
<b>Appendix I</b>	<b>8</b>



# Strategic Intent



In achieving our vision and mission, Te Rūnanganui o Te Āti Awa will navigate our own future whilst being grounded in the present reality. We will give effect to the following strategic pillars:

**1 Giving effect to the Treaty partnership.** We will use a strategic, collaborative and outcomes-focussed approach to partner with Government and its agencies, to deliver on iwi/hapū, regional and national strategies.

**3 Connecting and building strategic relationships.** Our practice recognises the centrality of strong and sustained relationships required to deliver our whānau-centric services. We will work closely with and accommodate our associates Taranaki and Āti Awa organisations to maximise the potential impact a unified Āti Awa organisation can collectively deliver.

**4 Being innovative and seeking emerging opportunities.** We will look for new ways of doing things to support whānau wellbeing, critically reflect on our performance and seek continuous improvement in what we do. We will seek to use technology as a means of attracting potential investors and stakeholders to our way of thinking. We recognise the role of technology as a future change agent and enabler within our communities.

**2**

**Developing strong and resilient whānau.** We will deliver integrated health, social care, education and advocacy services to support whānau in developing their capability to be self-actualising and self-sustaining. We will peruse future opportunities to support all aspects of wellbeing, with a particular focus on mental wellbeing, using our holistic kaupapa, addressing cultural, health, environment, spiritual and economic needs.

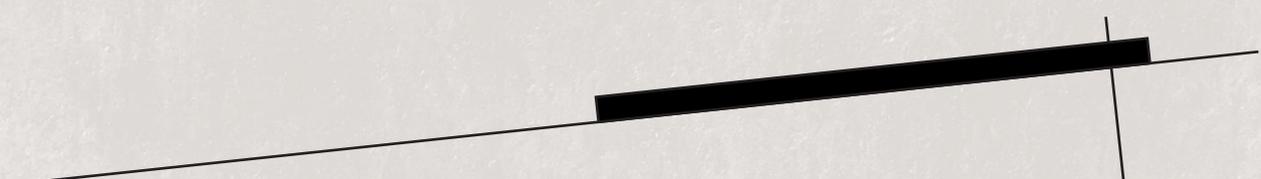
**5**

**Being sustainable.** We will work to ensure the robust governance and sustainability of te Rūnanganui o te Āti Awa through development and succession planning. We are committed to bringing iwi entities together, demonstrating collective partnership in governance to ensure the “voice” of Māori is heard by Government.

# Our Vision

Reaching for the stars

aspiring for the greatness in all people



## Our Purpose

To strengthen the health,  
social, economic  
and cultural wellbeing  
and aspirations of our people



# Te Rūnanganui o Te Āti Awa ki te Upoko o Te Ika a Maui

## Who We Are

Te Rūnanganui o Te Āti Awa ki te Upoko o te Ika a Maui (Te Rūnanga) is based at Waiwhetu and is a member of Āti awa nui tonu Mana whenua roopu. As signatory to te Titiri o Waitangi, we partner with the Government of Aotearoa New Zealand in assuring the social, cultural, economic and environmental wellbeing for Tangata Te Āti Awa and others within the Hutt Valley.

Te Rūnanganui whakapapa to Taranaki Whānui whose rohe, in the Wellington region (below)

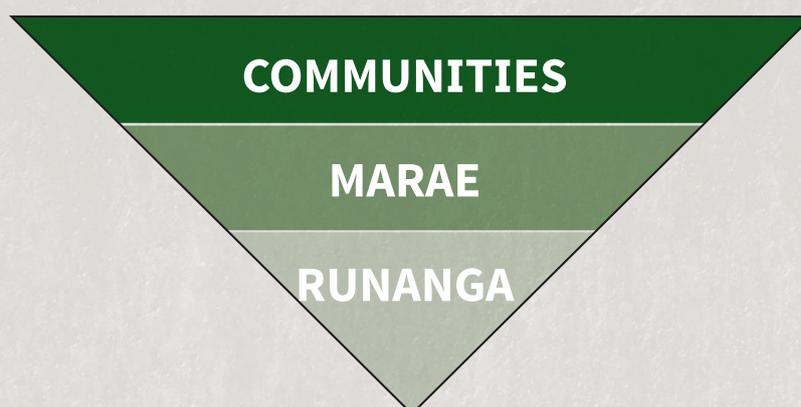
We are committed to delivering social and community services to all people within the rohe, with a particular commitment to accessing, supporting and meeting the needs of approximately 22,000 Māori who reside in the Awakairangi/Wainuiomata regions.



As an iwi-based organisation, our way of being and practising is embedded in te ao Māori, ensuring kaupapa Māori and mātauranga Māori to underpin all our services.

We have demonstrated capability to engage with our communities, and to identify and meet their needs. We have woven strong relationships with Government Agencies and have a growing reputation for delivering on our commitments. Our strengths include that we:

- are embedded within the communities we serve and are able to access people otherwise hard to reach.
- offer a range of services that enable us to engage with a wide range of clients using multiple channels, and to address complex needs.
- use a collaborative approach to build a network of provision through engagement with iwi, marae, local government agencies, central government agencies, education providers and NGOs.
- are committed to continuous improvement in gathering and using data and innovation in the delivering the services to build whānau and community wellbeing and resilience.
- take a commercial approach to all that we do to ensure financial viability and commercial reality, making the most of commercial opportunities that present themselves in delivering our engagement and relationship objectives with our community.
- have strong connections to communities and organisations across Aotearoa and internationally. We share knowledge and practice to better understand and meet the needs of our communities.



The Rūnanga has strong relationships with 5 Marae in the Hutt Valley enabling us to have a broad reach and be a touch point for the community. We are committed to bringing iwi entities together to enable us to serve our communities.

We recognise that we face challenges including:

- a heavy reliance of funding from Government sources tied to fixed term contracts which makes it difficult to commit to long-term plans and outcomes.
- the funding processes linked to gaining such contracts which assume no prior knowledge of the Rūnanga by the purchasing agencies, and which require preparation and presentation of comprehensive proposals.
- diversifying funding and reducing reliance on government contracts.
- increasing competition from other organisations, including non-iwi organisations. An emerging trend is that cultural appropriation, with mainstream Pakeha organisations adopting whānau ora philosophies to gain access to equity funding.
- the need to develop the capacity and capability of staff to deliver on aspirations and to ensure succession in Rūnanga governance and management.



## Why We Do What We Do

The Rūnanga aspires to be a leader supporting the wellbeing of all people within the Hutt Valley. As mana whenua we believe we are responsible for assisting Māori to achieve equity with non-Māori, building on our unique strengths, cultural knowledge, language and values. We use the knowledge and symbolism associated with Matariki to both guide our understanding of the physical and spiritual world that sustains us and to provide a seasonal rhythm for operations.

We believe in the potential of people – he tangata, he tangata, he tangata. We recognise that the region we serve has high levels of deprivation and that achieving equity of outcomes requires us to assist whānau to develop the resilience skills to overcome the disadvantages caused by this deprivation.

We aim to:

- Reduce inequity
- Support Marae in their aspirations with their respective communities to enhance wellbeing
- Be the first point of contact for people looking for help.

We aim to build unity of purpose across iwi and iwi organisations in the rohe in order to present a unified and cohesive strategic response to the challenge of building an effective partnership response with Government to address social, cultural, economic and environmental issues facing our people.

We will determine our own path, be innovative and creative, build our whānau-centric data and information, and set our own benchmarks that measure our effectiveness.

What we are working on

We aspire to be a leader in enhancing the wellbeing of the people in the Hutt Valley and we are committed to becoming the pre-eminent provider of service to support achievement of this goal.

We will build on our strengths including enhancing and expanding on the services to address the following areas of need/aspiration using our unique kaupapa that embeds Te Āti Awa tikanga:

- Health and wellbeing services
- Social Care services
- Education services
- Iwi justice services
- Cultural enrichment
- Broadcasting and entertainment

In delivering these services we will be creative and innovative, collaborative and unified. We are committed to staying close to our communities and will use our data tools to support our whānau-centric kaupapa.

## Our Values

- **Manaakitanga** – respecting all people, listening and supporting without judgement, and encouraging the practice of reciprocity through sharing of ourselves and our resources, nurturing and respecting all people, and accepting our differences.
- **Whānaungatanga** – belonging and strengthening our identity and collective strength, through kinship and through building and expanding constructive relationships with all within the community.
- **Hauora** – supporting and fostering the physical, mental, emotional and spiritual wellbeing of people.
- **Tū Tāngata** – being accountable for our actions, supporting the sustainable development of people, communities, cultures and the environment.
- **Rangatiratanga** – determining our own path and navigating a partnership approach to working under the principles of Te Tiriti o Waitangi.

# Appendix 1 – Current Services Delivered by the Rūnanga



## 1. Health and Wellbeing Services

- ◇ Hauora health delivered across five Marae in te Awakairangi, addressing whānau health and social care needs.
- ◇ Tamariki Ora, (Well Child) well child services ensuring tamariki aged 0 to 4 are well supported and cared for to give them the best possible start in life.
- ◇ Whāngai pepi (Breastfeeding) health targeted at Māori and Pasifika women.
- ◇ Safe sleep education and support (pepipods and wahakura).
- ◇ Health promotion and health screening.
- ◇ Waiwhetu Medical Centre providing access to a range of health services.

## 2. Social Care Services

- ◇ Whānau Ora, assisting whānau to plan and meet development goals.
- ◇ Transition to independence – Whānau in State Care

## 3. Education Services

- ◇ Rapu Mahi providing opportunities for individuals to gain employability skills, sustainable employment and social connections.
- ◇ Tamaiti Whāngai partnership with kōhanga reo, schools and Kura to build rangatahi resilience, reduce truancy, improve numeracy and literacy, achieve NCEA L2, and support re-engagement with education.
- ◇ Tamaiti Whāngai partnership with WelTec to support Māori and Pasifika to build resilience, achieve in tertiary education and gain employment.

## 4. Iwi Justice Services

- ◇ Tamaiti Whāngai Iwi Panel (Te Pae Oranga) which aims to reduce criminal reoffending.

## 5. Cultural Enrichment

- ◇ Te Ra o te Raukura
- ◇ Āti Awa Toa Radio Station, providing high quality programming to promote te Reo and tikanga Māori.

## 6. Broadcasting and Entertainment

- ◇ Āti Awa Toa Radio Station, providing high quality programming to promote te Reo and tikanga Māori.

# Special Thanks to Our Partners



**MINISTRY OF SOCIAL DEVELOPMENT**  
TE MANATŪ WHAKAHIATO ORA



Te Awakairangi Health  
NETWORK



Regional Public Health  
Better Health For The Greater Wellington Region



Te Puni Kōkiri  
REALISING MĀORI POTENTIAL

