



The one reason for our being is children

KOTAHI ANAKE TE KAUPAPA ARÄ, KO NGÄ TAMARIKI



MOEMOEÄ - PURPOSE

E tautoko ana, e whakapātari ana, e hāpai ana hoki mātau i ngā whānau, ngā hapori me te iwi whānui kia noho ko Aotearoa te wāhi pai katoa mō te tamaiti.

We support, challenge, and empower families, communities and society to make Aotearoa New Zealand the best place to be a child.

KAUPAPA - STATEMENT

We are committed to the Tiriti o Waitangi as the founding document of Aotearoa. We work to make a positive difference in the lives of Māori tamariki by:

- valuing tamariki
- growing parenting
- supporting whānau and hapu
- connecting communities
- transforming society
- developing our people.

THE FOUR cornerstones



Building partnerships with Māori that:

- encourage and empower an increased ownership in the organisation and its core business.
- strengthen the capability of Māori communities to develop whānau initiatives that meet their needs across social, cultural and economic sectors.

Being effective for Māori by:

- seeking to deliver services that are responsive to the needs and perspectives of Māori in a culturally appropriate manner.
- creating and maintaining a workplace that is responsive and respectful to the needs and perspectives of, and is culturally safe for, Māori staff.

Being responsive to Māori by:

- growing the capability and capacity of our people through appropriate training and development for all staff to enable them to deliver services that respect Māori values and support Māori processes.

- incorporating Māori values and perspectives in our policies, practices, processes and culture, including integrating credible Tangata Whenua models that may inform practice to provide better outcomes.
- seeking relationships with Māori communities that are strategic and mutually beneficial.
- recognising that partnerships with Māori communities are vital to the provision of effective and responsive services for Māori, and viewing partnership as a continually evolving relationship that balances the duties and obligations of kawanatanga and the aspirations of rangatiratanga.

Ensuring participation by Māori by:

- providing opportunities to involve Māori at all levels of the organisation in decision making, planning, development and delivery of all services.

OUR SIX CORE principles



MANAAKTANGA - LOOKING AFTER OUR PEOPLE

Expressing love and respect towards people, engaging with their 'mana'. Caring for a person's wellbeing holistically – physically, mentally and psychologically.

Nāu te rourou, nāku te rourou, ka mā kona te iwi.

Your contribution and my contribution will be sufficient for all.

WAIUATANGA - INTEGRITY

A tikanga which acknowledges the wholeness of life. Holistically, it pervades all Māori values, defining the special relationship between life and death, and the physical and the special. Wairua defines two waters of being, maintaining a balance.

Ko Papa koe, ko Rangī koe.

The maternal, the paternal.





WHANAUNGATANGA - FAMILY

Kinship is a key principle of whānau, hapu, and iwi. There is strength in unity, and inclusiveness in nature. We are never left to stand alone.

Ka whānau mai, ka whāmere.

You are born, you are family.

KAITIAKTANGA - STEWARDSHIP

Uplifting, guiding, caring, respectful, recognising, and promoting wellness and potential.

Ko au hei kaiārahi, hei kaitiaki mōu.

I will be your guide and protector.

KAIKÖRITANGA - EMPOWERMENT

Recognising, promoting and nurturing Māori into leadership roles. Having the vision, creativity and initiative to influence change.

E tū e noho, mā te iwi koe e ue.

Whether a leader stands or sits, the people will indicate their support.

AROHA - UNCONDITIONAL LOVE

There are five essential elements in relationships, encompassing respect, friendship, concern and hospitality. Acknowledging the rights of and valuing all others. Aroha is lasting, seeking harmony and humility.

Aroha atu, aroha mai.

Unconditional love extended and accepted.



MÄ PANGO, MÄ WHEREO, KA OTI TE MAHI

*Regardless of whether we are the
servant or the chief, working
together we will complete the task*
