



# MATAWHAANUI

- TRUST -

Strategy and 5 Year Plan  
2025-2030



## Tongikura

A tongikura has been used to articulate the strategic pathway forward for Matawhaanui. This tongikura was eloquently quoted by our first Maaori King, Kiingi Potatau Te Wherowhero.

**“Kotahi te koowhao o te ngira e kuhuna ai te miro maa, te miro pango, te miro whero. A muri kia mau ki te whakapono, kia mau ki ngaa ture, ki mau ki te aroha.”**

There is but one eye of the needle through which must pass the white thread, the black thread and the red thread.  
Hold fast to faith, hold fast to the laws, hold fast to love.

This tongikura has been used to symbolise together the weaving of the next five years of deliberate actions that will see us achieve successful outcomes. By dividing the strategy into three specific strands, the plan can be realised with a direct link to a tongikura that is commonly known across Waikato. The values for Matawhaanui are also taken directly from this tongikura.

## Te Whakakitenga – Vision

### Reclaiming Raahui Pookeka through our voice and our community

Taking the stance to reclaim Raahui Pookeka through deliberate actions in our community and through our voice is the overarching vision of Matawhaanui. This is at the heart of everything in this plan, to take us a step closer to realising this vision and achieving this dream for our people.

## Te Whakatakanga – Mission

### Bringing back the beauty, street by street, whaanau by whaanau

Our mission is 'bringing back the beauty, street by street, whaanau by whaanau' to ultimately achieve the vision of reclaiming Raahui Pookeka. By working from street to street, whaanau to whaanau, this allows Matawhaanui to connect with all whaanau and achieve their aspirations.

## Ngaa Uaraa – Values

Our values provide guidance on how we think, act and behave in all the aspirations that Matawhaanui is striving to achieve. More importantly, these values should be reflected in all that we do. We interpret our values as:

- **Whakapono** – our beliefs are grounded
- **Ngaa ture** – our actions are right
- **Te Aroha** – our service is purposeful

## Strategy and 5 Year Plan Overview

The overarching strategy for Matawhaanui 2025-2030 provides the strategic priorities, outcomes and indicators. The 5-year plan (5YP) outlines our strategic goals over the next 5 years, and aligns with the three strategic miro (strands); te miro maa, te miro pango and te miro whero. The 5YP derives from the strategy, which is important so that there is always hononga between the strategy and the plan.

You will start to get a sense of how connected the strategy and plan is, and the interconnectedness and importance of aligning this mahi to the strategic plan. For each miro in the 5YP, there is a goal, how this will be achieved over the next five years and why we are choosing to invest in this goal.

It is imperative that when likened to the tongikura used for the strategy, that all the miro (strands) are bound together to ensure strength to accomplish great outcomes for the whaanau and hapori of Raahui Pookeka. The inspiration for the look and feel of this 5YP originates from the message inscribed at Te Ahurei o Waikato:

- Here is my Essence (Taku Ihi)
- Here is my Spirit (Taku Tapu)
- Here is my Standing and Rights (Taku Mana)
- This is our Land (Taku Whenua)

This new look for Matawhaanui embraces a contemporary palette of black, red and white (te miro maa, te miro pango, te miro whero). This colour variation offers a more subtle softer visual, which are modern and complement each other as a collective of colours – just like the tongikura for the 5YP.

- Taku Ihi – te miro whero, and also represents whakapapa and whaanau
- Taku Tapu – te miro maa, while also providing elements of light, clarity and spirituality
- Taku Mana – depicts te awa o Waikato and the importance of wai, a nod to the awa, the strength, lifeforce and continuity she brings
- Taku Whenua – te miro pango, also outlines being grounded by our whenua.

Additional to the colours used in this 5YP are the koowhaiwhai and patterns throughout the plan. The customised koowhaiwhai represent the many threads (stakeholders) interwoven together based on the 5YP tongikura. The koowhaiwhai also have connectivity to working together towards the common goal of achieving the strategic objectives outlined in this plan, to ultimately realise the vision and mission of Matawhaanui.



# Matawhaanui 2025-2030 - Strategic Plan



<b>Te Whakakitenga – Our Vision</b>	Reclaiming Raahui Pookeka through our voice and community
<b>Te Whakatakanga – Our Mission</b>	Bringing back the beauty, street by street, whaanau by whaanau
<b>Ngaa Uaraa – Our Values</b>	<ul style="list-style-type: none"> <li>Whakaponono – our beliefs are grounded</li> <li>Ngaa ture – our actions are right</li> <li>Te Aroha – our service is purposeful</li> </ul>

<b>Ngaa Korahi Rautaki – Our Strategic Priorities</b> 'what we will collectively focus on'		
<b>Te Miro Maa</b> Our community thrives	<b>Te Miro Pango</b> Our community collaborates	<b>Te Miro Whero</b> Our community excels

<b>Ngaa Putanga Rautaki – Our Strategic Outcomes</b> 'what we will achieve'		
Our community strengthens whaanau and systems for the future	Our community aligns resources to maximise impact	Our community mobilises bold action to turn vision into reality

<b>Ngaa Hua – Our Strategic Indicators</b> 'what we will look like'		
<ul style="list-style-type: none"> <li>Our hapori actively supports and promotes the wellbeing of Raahui Pookeka community</li> <li>Our hapori adapts and responds to evolving priorities</li> <li>Our hapori amplifies the community voice and potential to counter the social inequities</li> </ul>	<ul style="list-style-type: none"> <li>Our hapori integrates local community groups to initiate change for Raahui Pookeka community</li> <li>Our hapori initiates active engagement and partnerships with entities that have like-minded values to achieve mutually beneficial outcomes for the community</li> <li>Our hapori interacts with partners to co-design solutions that drive meaningful change at every level of Raahui Pookeka community</li> </ul>	<ul style="list-style-type: none"> <li>Our hapori aspire to be at the forefront of positive transformative intergenerational change</li> <li>Our hapori exercises the right to self determination – mana motuhake</li> <li>Our hapori invests in sustainable value for long-term gains</li> </ul>

**Strategic Priority** Our community thrives  
**Strategic Outcome** Our community strengthens whaanau and systems for the future

Goal	How will this goal be achieved over 5 years?	Why are we investing here?
<b>Our hapori actively supports and promotes the wellbeing of Raahui Pookeka community</b>		
<b>1.1 Tuuhono</b> – provide accessible, preventative and culturally responsive health care	By combining preventative, promotional and diverse services offered to the community	To restore the needs of the community by providing accessibility, culturally responsive health care that aligns with our bespoke model of care
<b>1.2 Maara</b> – deliver sustainable maara kai initiatives for the hapori	By delivering research, awareness, engagement and education to the community	Through the maara our community can connect to and be sustained by our whenua which contributes to overall wellbeing
<b>1.3 Rongoa</b> – advance local knowledge and accessibility to rongoa Maaori	By educating and bringing awareness to provide a deeper understanding of the benefits of rongoa made with local products	This supports the use of our own natural products and remedies to heal our people, just like our tupuna did and provide an alternative to westernised medicine
<b>1.4 Whare Oranga</b> – promote healthier lifestyles to the hapori	By promoting and raising awareness of healthier lifestyles at a fit-for-purpose gym facility	The health and wellbeing of our community matters
<b>Our hapori adapts and responds to evolving priorities</b>		
<b>1.5 Employment</b> - create equitable opportunities that foster skill development, entrepreneurship and long-term career pathways	By partnering and facilitating employment and entrepreneurship opportunities that grow meaningful pathways for our whaanau	Improving the employment statistics in Raahui Pookeka is important to support whaanau to feel valued and as contributors to our community. By creating entrepreneurship opportunities this provides an alternative to employment
<b>1.6 Hauora Hub</b> - provide access to counselling and mental health services at low-to-no cost	By increasing accessibility to mental health services for whaanau in need	The mental health of our whaanau matters to us and its important that we provide a culturally responsive service that aligns with our model of care
<b>1.7 Taiao</b> - protect and enhance our taiao, whenua and awa	By collectively carrying out initiatives that improve the overall wellbeing of our taiao, whenua and awa	Being good kaitiaki means to do all we can to restore our taiao, whenua and awa to a pristine condition for generations to come
<b>Our hapori amplifies the community voice and potential to counter the social inequities</b>		
<b>1.8 Housing</b> – provide housing solutions that create diverse solutions for whaanau and the hapori	By providing solutions and alternatives to the housing crisis, with solutions that meet the needs of our whaanau and community	Every whaanau deserves to live in a warm, dry and safe home to raise their whaanau in, and we want to be a part of the solution in Raahui Pookeka
<b>1.9 Community safety and awareness</b> – lead safety initiatives so whaanau feel safe	By creating initiatives that keep whaanau safe within the community	Raising whaanau in a safe community is a priority for Matawhaanui



**Strategic Priority** Our community *collaborates*  
**Strategic Outcome** Our community aligns resources to maximise impact

**Goal**      **How will this goal be achieved over 5 years?**      **Why are we investing here?**

**Our hapori integrates local community groups to initiate change for Raahui Pookeka community**

- 2.1 Local provider groups** – build stronger relationships with local providers  
 By building trust, respect and transparency with other local providers - together we can collectively serve our community of Raahui Pookeka  
 To increase the opportunity for collaboration within our community and future opportunities
- 2.2 Local community groups** – nurture partnerships with local community groups  
 By creating relationships of trust with like-minded organisations who have the same intentions for our community  
 To give us broader exposure to whaanau within our community thereby effecting greater change
- 2.3 Local voice** - strengthen our local voice and leadership  
 By utilising local voices to help leverage outcomes for our community  
 To uplift local voices while keeping community leaders and groups accountable to the people they represent

**Our hapori initiates active engagement and partnerships with entities that have like-minded values to achieve mutually beneficial outcomes for the community**

- 2.4 Strategic partnerships** – establish meaningful strategic partnerships that provide mutual benefits that impact the hapori  
 By activating our networks of influence to widen valued partnerships which supports us to achieve our strategic outcomes  
 For the future growth of Matawhaanui and meaningful engagement with strategic partnerships of influence
- 2.5 Network of community practice** – support a network of community practice that demonstrates impact for the hapori  
 By engaging partnerships with educational providers and industry leaders  
 To future proof our community and kaimahi by providing them with the opportunity in digital impact

**Our hapori interacts with partners to co-design solutions that drive meaningful change at every level of Raahui Pookeka community**

- 2.6 Investment** – build long-term impact through direct investment into community led solutions  
 By working as a team to implement protocols for investment backed by approved business cases  
 To monitor the impact of investing and grow our footprint in the community
- 2.7 Collective capacity** – equip the collective to build capacity to lead the community  
 By partnering with the local provider network to build relationships of trust that are aligned with strategic outcomes for the community  
 To capitalise on our collective resources to drive change across all sectors in Raahui Pookeka
- 2.8 Business venture** – expand business venture to ensure community need is met  
 By utilising our partnerships with educational organisations to grow our internal business venture  
 To maximise the investment through an opportunity for future expansion



**Strategic Priority** Our community *excels*  
**Strategic Outcome** Our community mobilises bold action to turn vision into reality

**Goal**      **How will this goal be achieved over 5 years?**      **Why are we investing here?**

**Our hapori aspire to be at the forefront of positive transformative intergenerational change**

- 3.1 Positive perception** – inspire the community to be a part of the positive change towards Raahui Pookeka  
 By harnessing the collective experiences and stories of those who have high aspirations for our community  
 To build forward and create a safe community environment for our mokopuna
- 3.2 Reclaim Raahui Pookeka** – advocate and influence the reclamation of our town name and identity  
 By educating the community using networks of influence and working within the local community to garner a change in attitudes towards Raahui Pookeka  
 There is more than a name to our story, this speaks to our commitment to the taiao, respect of our rangatira and an overall commitment to our culture and identity
- 3.3 Beautification programme** – establish deliberate steps towards the beautification of Raahui Pookeka  
 By using community groups to promote town-proud, house-proud attitudes and a return to a community that it once was  
 This creates community growth and investment with a real community change

**Our hapori exercises the right to self-determination – mana motuhake**

- 3.4 Leadership** - establish a community leadership collective  
 By investing in our team to meet the demands of creating change within our organisation. This also creates continuity of knowledge and skills to the next generation through workshops and mentoring systems  
 We need to hold ourselves accountable by gaining the required skills and tools needed to achieve our organisational vision and mission
- 3.5 Economic development** – support the community to develop economic understanding  
 By utilising community resources and networks effectively, micro-investing to manage our outputs and by using feasibility studies to manage risk. This will encourage community engagement through positive re-enforcement of our goals  
 Working with the community will attract shared cost and resource. Give us insight into potential areas of investment and/or growth and credibility with stakeholders
- 3.6 Unapologetically Matawhaanui** – celebrate our successes through measuring and promoting our mahi  
 By promoting our wins, learning from our losses, and acknowledging our kaimahi, and by seeking a direction that other organisations aspire too  
 This demonstrates growth and progression by investing in ourselves to be the preeminent provider in Raahui Pookeka

**Our hapori invests in sustainable value for long-term gains**

- 3.7 Investment in long-term gains** – enable investment opportunities that support sustainable value  
 By using new investment criteria based on previous experience and prioritising best-spend policies to mitigate unnecessary losses  
 This provides a level of safety when looking at investing and Matawhaanui resources are being applied
- 3.8 Business start-ups** – support start-up businesses through networks and local investment  
 By utilising our resources, partnerships and networks to elevate the livelihood of our community through education, mentorship and industry knowledge  
 To build capacity into our community while recouping our investment through percentage share
- 3.9 Future proofing** – provide space for innovation within the community  
 By anticipating future trends and using every asset and resource at our disposal in preparation for future opportunities  
 To fortify Matawhaanui to maintain relevance within our own community



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