

# STRATEGIC PLAN 2018-2050

**VISION:**  
Te Mana Motuhake o Uenuku.

**MISSION:**  
To promote, develop, sustain equality & equity to preserve the social, cultural & political independence of Uenuku Iwi

**VALUES:**  
**Kai Tika:**  
To be professional & maintain high standards

**Kia Pono:**  
To be truthful, honest & act with integrity

**Kia Aroha:**  
To be respectful & always demonstrate empathy

**Kia Mataara:**  
To be vigilant & wise when making decisions

**Kia Rangimarie:**  
To be at peace with one another

## NGA POU



**TE ARA TUPUA**  
CHARITABLE TRUST  
**CULTURAL IDENTITY**  
REVITALISATION

## STRATEGIC OBJECTIVE

1. Revitalise cultural identity of Iwi, including whānau and hapū, by undertaking initiatives for cultural development and planning.
2. Provide opportunity for uri to uphold and promote the traditional practices of our taonga tuku iho, korero tuku iho, tikanga tuku iho.
3. Undertake activities to restore marae of Iwi.

## ASPIRATIONAL OUTCOME

1. Uri who are confident from knowing their tribal history and whakapapa.
2. Uri who are confident in their reo, tikanga and kawa.
3. Preservation and maintenance of our taonga.
4. Marae that are vibrant and able to serve the needs of our people.
5. Fulfilling our manaakitanga responsibility.



**TE ARA TUPUA**  
CHARITABLE TRUST  
**SOCIAL WELLBEING**  
RESTORATION

1. Provide rehabilitation for disaffected members through targeted intervention.
2. Enable reintegration of our people into society to enable participation in social and cultural welfare of the community.
3. Ensure contribution of our people, further iwi aspirations and to society as a whole.
4. Grow leadership potential in our tamariki and rangatahi.

1. Improved physical, mental and spiritual health.
2. Increased educational and vocational achievements.
3. Sustainable employment opportunities.
4. Healthy and affordable housing.
5. Development and leadership opportunities for our tamariki and rangatahi.
6. Platforms for the efficient and effective communication and connection of our people.



**TE MANO O TE**  
**WHENUA TUPUA**  
CHARITABLE TRUST  
**ENVIRONMENTAL**  
PROTECTION &  
RESTORATION

1. Provide education of customary rohe and landscape.
2. Undertake initiatives for environmental restoration, protection and development.
3. Undertake activities to assist iwi in their role as kaitiaki of the natural environment.
4. Maintenance and protection of places of cultural or spiritual significance.

1. Reinstated connection to our natural resources.
2. Empowered kaitiaki who can influence and inform decision making.
3. A commitment to environmental sustainability.
4. A commitment to zero waste practices.



**NGĀ PURAPURA**  
**TUPUA**  
CHARITABLE TRUST  
**ECONOMIC &**  
COMMERCIAL PROSPERITY

1. Re-establishing the economic viability of land and resources of our people.
2. Sustainable commercial development of land and resources for future generations.
3. Strong industry relationships to enable economic growth and provide opportunities for our people.

1. A culture of self-determination and growth.
2. Robust investments and economic development plans and partnerships.
3. Sustainable growth and development of our assets.
4. Strong, sound governance and management structures that support growth and prosperity.
5. Strategic partnerships that serve our regional, national and international interests.