

Te Maara Tau Whenua, Tau Tangata.



Whārangī Ihirangi

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Karakia Tau Whenua, Tau Tangata

Maiea te tupua,
Maiea te tawhito,
Maiea te kāhui o ngā ariki,
Maiea tawhiwhi atu ki ngā atua.

Clear the path to the supernatural,
Clear the path to the ancient ones,
Clear the path to the exalted ones,
Clear the path to the gods.

Ka takina te kawa,
ko te kawa ki a Rongo.

Let the process begin,
The protocol of Rongo.

Te tapu o tēnei whenua, kia māmā, kia āio!
Te mana o tēnei whenua, kia māmā, kia āio!
Te mauri o tēnei whenua, kia māmā, kia āio!

May the tapu of this land be calmed!
May the mana of this land be appeased!
May the mauri of this land be soothed!

Ka rongō i te ahikāroa,
i tūārangi te whakaeke nei.
Ka whakaeke te haukai kia tina.
Ka whakaeke te haukai kia toka.
Ka whakaeke te haukai kia uruora.

Resounding are the ancestral fires,
from times immemorial that ascend forth.
May the gifts shared be upheld.
May these gifts be affirmed.
May they sustain life and enduring vitality.

Waerea i nuku,
Waerea i rangi,
Waerea te māra a Rongo,
Waerea, kia māmā, kia wātea!

Cleared and protected from below,
Cleared and protected from above,
The garden of Rongo is cleared,
Cleared of any burden, placated and free!

E Rongo, whakairia ki runga.
Tūturu ō whiti whakamaua kia tina!
Tina!
Hui ee!
Tāiki ē!

The god Rongo is invoked and ascendant.
All is understood and agreed. Make it so!
It is so!
Bring all intentions together!
It is done!

He Kaupapa Our Strategy

This is a *living strategy for Whakarewa* that reflects who we are and where we're going as the whānau of Motueka.

It builds on the courage and foresight of our tūpuna, and the progress over the past 30 years of Whakarewa:

- Regaining possession of our ancestral whenua
- Securing an economic base for the future
- Growing our understanding of ourselves
- Supporting our people to develop themselves
- Connecting with whānau from across the world

Our world is changing, and so must we. We stand at a turning point with both a legacy to uphold and new challenges to face. Climate change, resource scarcity, environmental decline, global conflict, and rapid technological change are reshaping our world.

What we do today will impact generations to come. Our lands and waters need care. Our marae calls our people home. Our whānau want to stand on their own feet. Our language yearns to be spoken. Our stories are ready to be told. Our practices and knowledge are waiting to be revived. Just as we have done before, we need to adapt, to create a future where we reach our full potential.

This strategy helps bring into alignment who we are and what we do. It brings together our cultural, social, environmental, and economic goals, offering clear direction and mobilising our shared resources to drive the changes we need.

Working together, the collective of entities representing our whānau have the power to transform Motueka. We must stay aligned with the world around us, respond in ways that are relevant to the times, and work closely as part of the wider confederation of iwi and hapū.

We need this strategy to protect what's precious, adapt to what's coming, and build strength for the generations ahead. This is our roadmap to ensure our lands, waters, people, and culture not only endure but thrive into the future.

Te Maara Tau Whenua, Tau Tangata

Te Maara Tau Whenua, Tau Tangata represents the profound connection between whenua and tangata, a relationship bound by whakapapa and expressed through our customary gardening practices. We desire sustenance from the whenua and she is the source of our identity, our obligations, and our future. It is through restoring and protecting the whenua that we honour our tūpuna and build a future for our mokopuna.

This framework recognises Whakarewa as an interconnected ecosystem, dynamic and diverse yet anchored by whakapapa and whenua. Through this lens, our strategy becomes a tangible expression of te toiere o te taiao - a voice of the natural world - interwoven with our inherent values and identity as tangata whenua. It brings the way we plan, prepare and discuss our work as a hapū into a language that makes sense to us. It keeps us tied to the whenua that nourishes us.

Our work in the maara is ongoing, a sum of decisions and practices rather than a single act. It is an enduring relationship, full of small but significant choices. We learn to be resilient, to adapt to the unexpected, and to

respect natural rhythms. The flourishing of our maara hinges on our patience, preparedness, constant care, diverse plantings, and knowing we are a part of a larger ecosystem.

In the maara, healing begins with the land, what we cultivate in the soils echoes in the health of our people. The diversity of plantings mirrors the diversity of our needs—some provide nourishment, some healing, others growth for the future, and many ensure the restoration of life itself. It is in this act of tending, of preparing the soil and protecting it, that we reaffirm our roles as kaitiaki.

Te Maara Tau Whenua, Tau Tangata teaches us patience, humility, and the value of effort. Just as each season brings its own challenges and rewards, so too does the journey for our hapū. The maara does not yield fruits overnight; it requires sustained, thoughtful care. Our hands may not always reap what they sow immediately, but the legacy left behind is for our mokopuna to inherit.

There are some 'home truths' of the maara that speak directly to our work as a hapū.

1. NOTHING GROWS ALONE

Every plant, person, and action - is connected. Ecosystems need diversity to thrive. We never walk alone. Together, we are stronger.

2. WHAT WE GIVE, WE RECEIVE

Every seed we plant, every effort we make, is returned to us. The maara teaches reciprocity: nurture her, and she will nurture you.

3. WE ARE ONLY HERE FOR A TIME

We tend to the gardens left by our ancestors and prepare the soil for those yet to come. Our time here is temporary, the land remains.

4. SPEAK WITH HER, NOT OF HER

Te Taiao shows us when to plant, when to harvest, and when to rest. It calls on us to notice, to listen, to be in conversation with her.

5. WE CAN PREPARE BUT NOT CONTROL

We can't force growth, but we can create the conditions for it. We are part of something much bigger and must work in harmony with it.

**WHAKAREWA KI TE RANGI,
PŪMAU KI TE WHENUA**

**RISING TO OUR TRUE POTENTIAL,
GROUNDED BY THE LAND THAT
CONNECTS US**



Whakarewa ki te Rangi, Pūmau ki te whenua

This speaks to who we are as Whakarewa – Te Whānau o Motueka. The mana of Whakarewa elevates with our people, our land, and our waters. It's about our connection to Motueka - the soils we've known for generations, the waterways that have nourished us, the mountains that have watched over us. From the whenua we are born and to the whenua we return. This is who we are and always will be.

The duality expressed is not a contradiction, but a balance we seek to achieve. It suggests that our greatest achievements will spring from a deep understanding of ourselves and our responsibilities to the whenua that sustains us. It reminds us that we can dream big and keep our feet on the ground. We can embrace new ideas without losing who we are.

We are a courageous people with a history of movement and migration, change and adaption, resilience and steadfast determination. We must rise to meet the challenges and opportunities of our time, our aspirations and potential as vast as the sky above us. In doing so, we uphold our responsibilities as tangata whenua, elevating to new heights while remaining deeply rooted in who we are.

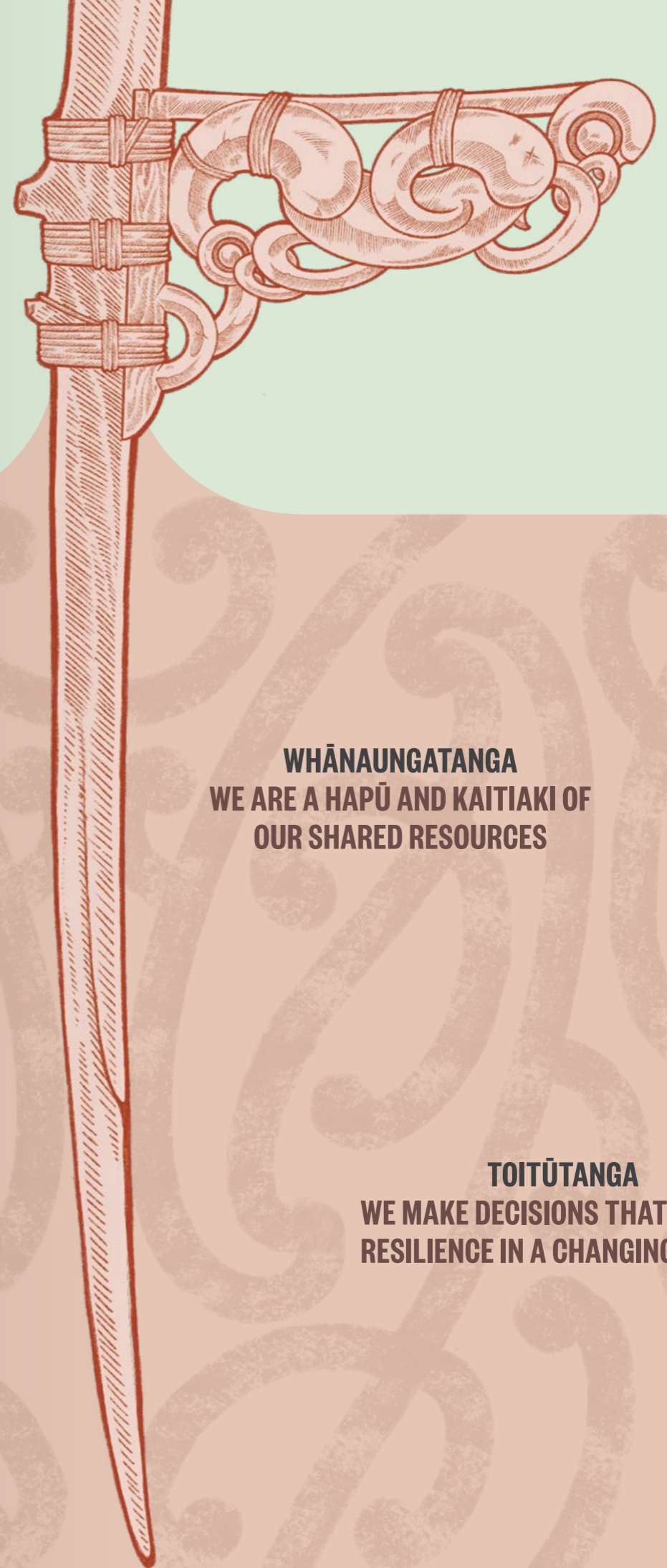
“Whakarewa ki te rangi” - our ambition and aspiration as a people. We desire to reach higher, to do better for our mokopuna. It's the way we've always been and is evident in the epic migrations that brought our people to Te Taihu.

“Pūmau ki te whenua” - our commitment to this place as kaitiaki. The reason we seek to protect the place in which we stand. To be able to gather kai and come together on our marae like those before us. We feel the pull of Motueka no matter where we are in the world.

As we navigate the complexities of the modern world, “Whakarewa ki te rangi, pūmau ki te whenua” serves as both compass and anchor. It guides us towards ambitious goals while keeping us grounded in our values and responsibilities that are enduring and central to our identity and the connections that bind us together. It challenges us to be visionaries and guardians, innovators and protectors.

For Whakarewa, this is a call to action. It asks us to honour the legacy while boldly shaping the future. It reminds us that our success is measured not just in personal achievements but in the collective wellbeing of our people and the health of our natural world.

Mātāpono Principles



KOTAHITANGA
WE ACT TOGETHER FOR THE
WELLBEING OF ALL LIFE IN OUR CARE

ĀPŌPŌTANGA
WE MEASURE HEALTH BY OUR ASSET'S
ABILITY TO SUSTAIN ALL LIFE

TŪHONONGA
WE THRIVE THROUGH RECIPROCAL RELATIONSHIPS
WITH OUR RELATED ENTITIES

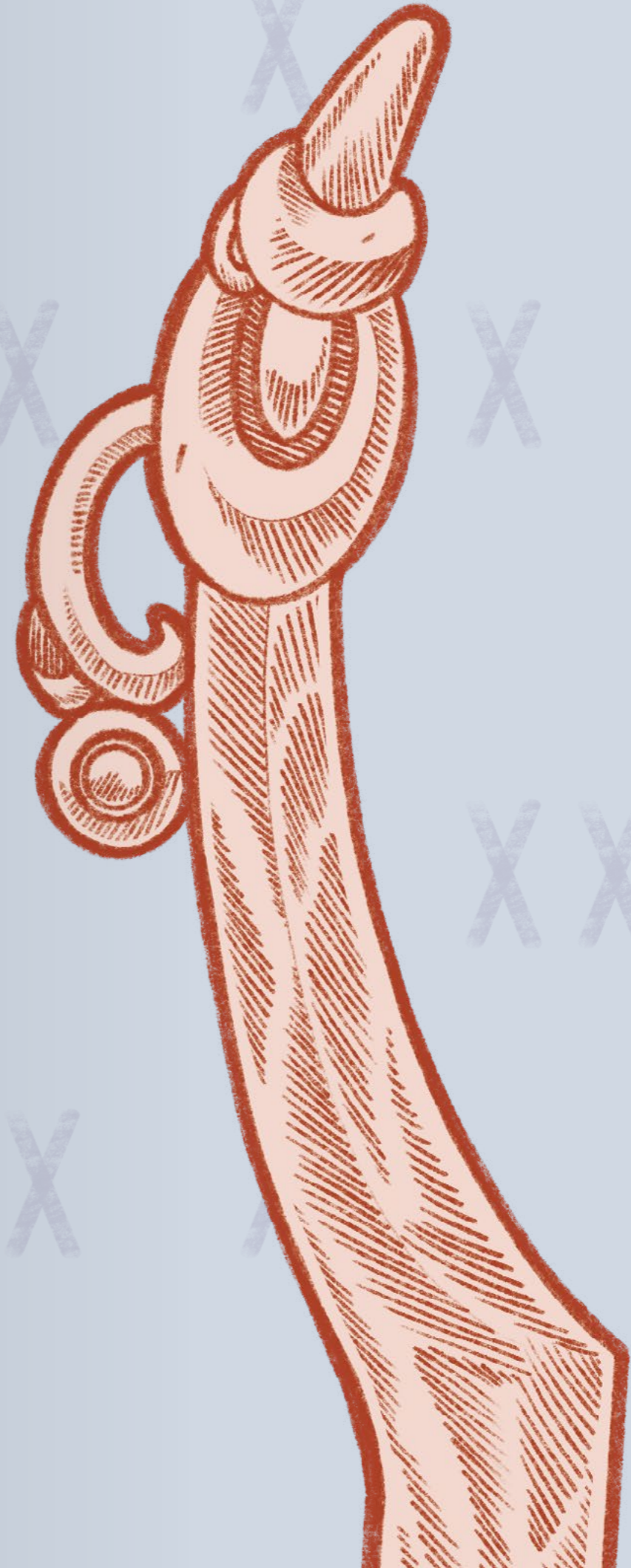
WHĀNAUNGATANGA
WE ARE A HAPŪ AND KAITIAKI OF
OUR SHARED RESOURCES

TOITŪTANGA
WE MAKE DECISIONS THAT ENSURE
RESILIENCE IN A CHANGING WORLD

Λιοemoeā
Vision

HE ITI NOA, HE PITO MATA

**PROSPERITY AND WELLBEING
FLOW THROUGH OUR WHĀNAU,
WAITĪ, WAITĀ, AND WHENUA**

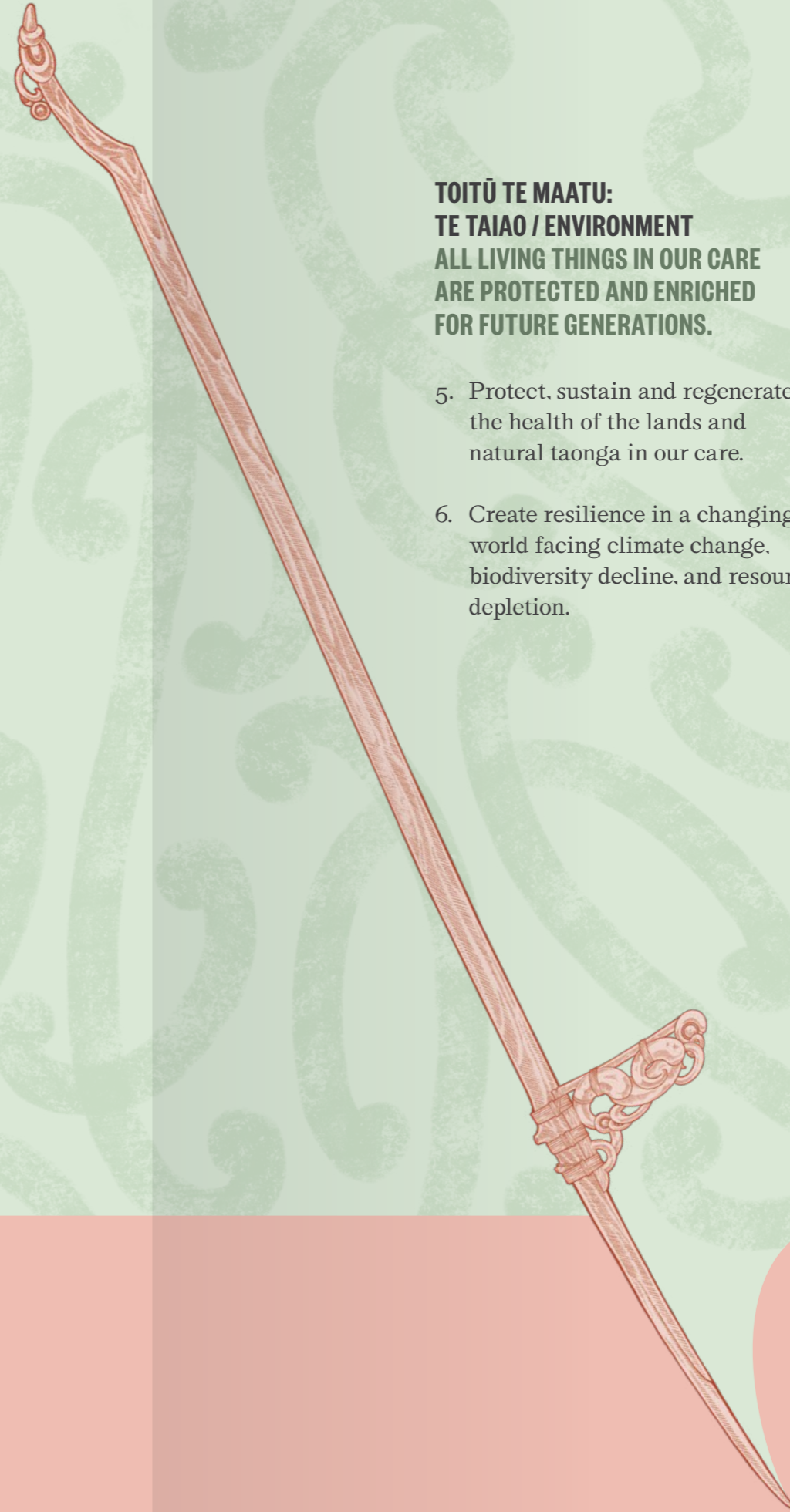


Whāinga
Mission

NŌKU TE WHENUA O ŌKU TŪPUNA

**TO UPHOLD OUR ROLE AS
KAITIAKI OF PEOPLE AND PLACE
AS ONE, CONNECTED THROUGH
WHAKAPAPA**

Pou Maara Strategic Pillars



**HE MANA PŪKŌRERO:
AHUREA / CULTURE
WHAKAREWATANGA IS VISIBLE,
RELEVANT AND EXPRESSED
THROUGH OUR WHĀNAU.**

1. Lift the visibility and understanding of our identity throughout our whānau and community.
2. Achieve intergenerational fluency in reo, tikanga, and mātauranga grounded in Whakarewatanga.

**HE KAI KEI AKU RINGA:
ORANGA / SOCIAL
OUR WHĀNAU CAN MEET
THEIR NEEDS AND CARVE
THEIR OWN PATHS.**

3. Recalibrate our hapū and marae as our principal home, supporting the protection and growth of spaces our whānau occupy.
4. Support whānau to meet their needs with secure housing, healthy kai, financial independence, and access to wellbeing services.

**TOITŪ TE MAATU:
TE TAIAO / ENVIRONMENT
ALL LIVING THINGS IN OUR CARE
ARE PROTECTED AND ENRICHED
FOR FUTURE GENERATIONS.**

5. Protect, sustain and regenerate the health of the lands and natural taonga in our care.
6. Create resilience in a changing world facing climate change, biodiversity decline, and resource depletion.

**MAURI TŪ, MAURI ORA:
WHAIORANGA / ECONOMIC
OUR GROWING ECONOMIC
BASE SUPPORTS US TO SHAPE
OUR FUTURE**

7. Support whānau to acquire the knowledge and skills for success in a changing world.
8. Protect and grow our economic resources to shift more of the control and responsibility for our future into our own hands.

Pou Whirinaki Enabling Pillars

HAUTŪTANGA
OUR LEADERSHIP IS TIKANGA-LED
AND IN SERVICE OF OUR COLLECTIVE
POTENTIAL.

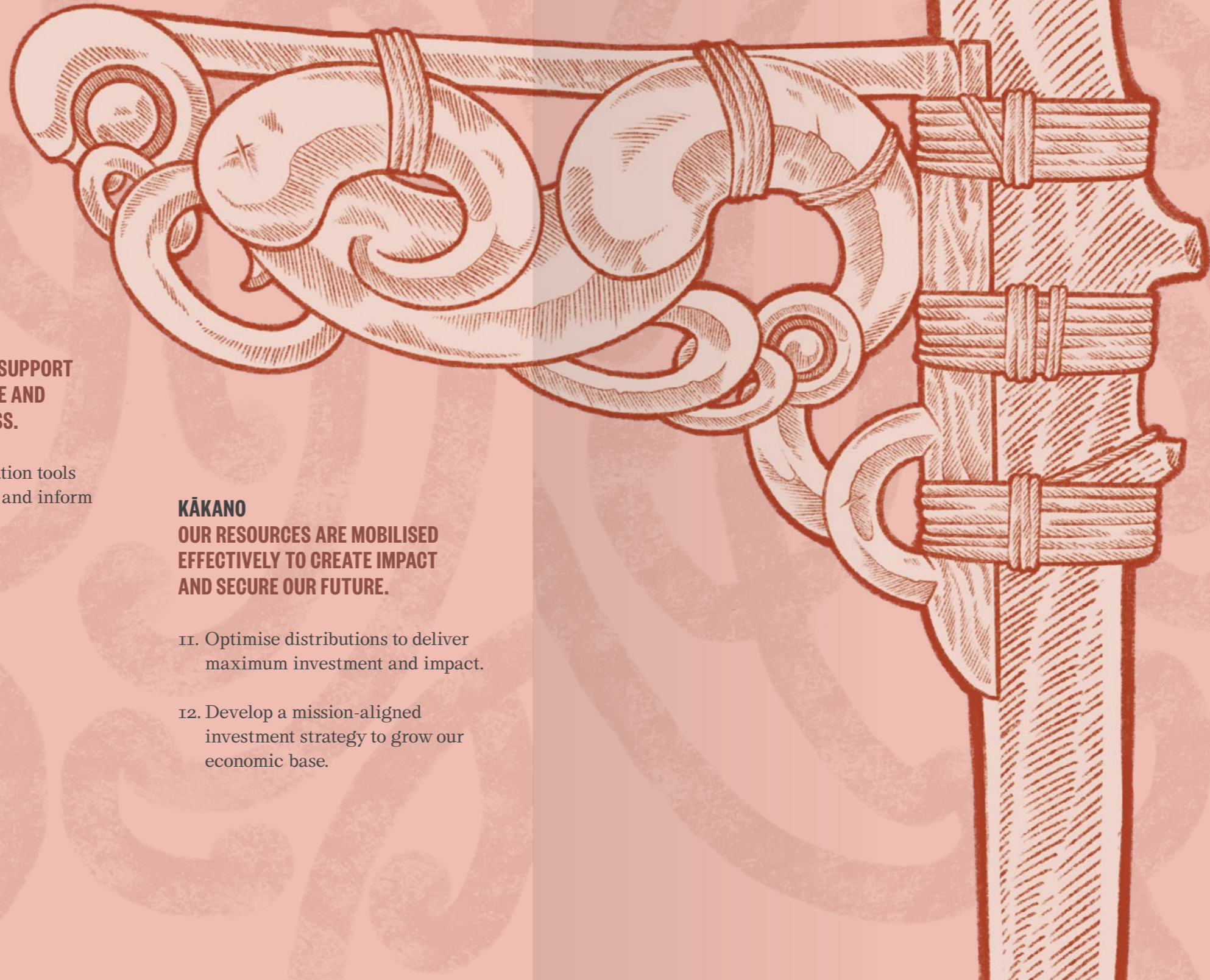
9. Grow our leadership capability, succession and connectivity with whānau.

KETEKETE
OUR COMMUNICATIONS SUPPORT
A RECIPROCAL DIALOGUE AND
CELEBRATE OUR SUCCESS.

10. Develop communication tools that engage, involve and inform our community.

KĀKANO
OUR RESOURCES ARE MOBILISED
EFFECTIVELY TO CREATE IMPACT
AND SECURE OUR FUTURE.

11. Optimise distributions to deliver maximum investment and impact.
12. Develop a mission-aligned investment strategy to grow our economic base.



Arotahi Generational Plan

**KO TE KAI TŌ RONGOĀ,
KO TE RONGOĀ TŌ KAI**

**LET YOUR FOOD BE YOUR MEDICINE,
AND MEDICINE BE YOUR FOOD**

Kai touches every part of our lives and gives us a clear, collective focus for the journey ahead:

HE MANA PŪKŌRERO: AHUREA / CULTURE

- Centre kai in our cultural narrative and identity
- Revitalise traditional māra kai practices and knowledge
- Strengthen seasonal gathering guided by maramataka
- Enable intergenerational knowledge transfer through kai
- Restore traditional food preparation methods
- Support rongoā knowledge and practices
- Strengthen connection to ancestral lands through food
- Enable cultural education through practical kai work
- Create spaces for sharing pūrākau around kai
- Support traditional harvesting practices

HE KAI KEI AKU RINGA: ORANGA / SOCIAL

- Eliminate food insecurity among our whānau
- Reduce chronic health conditions through better nutrition
- Create spaces for whānau to connect through kai
- Support the return of whānau to our rohe
- Strengthen our practice of manaakitanga
- Enable whānau enterprise development
- Build community resilience and self-reliance
- Create meaningful employment within our hapū
- Strengthen our marae as a food knowledge hub
- Support succession planning through kai initiatives

TOITŪ TE MAATU: TE TAIAO / ENVIRONMENT

- Regenerate soil health through traditional practices
- Protect and enhance our waterways for kai gathering
- Create climate-resilient food systems
- Preserve taonga seed varieties in seed banks
- Restore traditional food landscapes of Te Maatū
- Support native biodiversity through food forests
- Reduce food transport emissions
- Build ecological knowledge through practice
- Create wildlife corridors through food systems
- Enable sustainable harvesting practices

MAURI TŪ, MAURI ORA: WHAIORANGA / ECONOMIC

- Create sustainable food-based enterprises
- Generate employment in value-add food production
- Expand expertise in tikanga-led regenerative agriculture
- Enable innovation in food systems
- Build business and enterprise capability
- Create new value streams from kai
- Support local economic circulation
- Reduce dependence on external food systems
- Create sustainable revenue streams for our marae
- Partner with related entities on food opportunities



Whakatinana Implementation

This strategy provides the overarching direction for Whakarewa. To ensure its effective implementation, we have developed a separate, detailed Action Plan that translates our strategic vision into concrete steps and measurable outcomes.

ACTION PLAN:

The Action Plan is a living document that outlines specific initiatives, projects, and programs aligned with our strategic pillars [Pou Maara] and enabling pillars [Pou Whirinaki]. It is structured around three horizons to stage our work and each action in the plan is linked to specific Pathways, ensuring a clear connection between our high-level strategy and on-the-ground implementation.

MEASUREMENT AND EVALUATION:

To track our progress and ensure accountability, we have established a comprehensive measurement framework:

1. Key Performance Indicators [KPIs]: Each strategic pillar and mission has associated KPIs that measure outputs and outcomes.
2. Annual Review: We conduct a yearly review of our progress against these KPIs, adjusting our approach as needed.
3. Community Feedback: Regular feedback and engagement with our whānau provide qualitative insights into our impact.

OPERATIONAL WORKPLANS:

The Action Plan informs annual operational workplans for each area of our mahi as a Trust. These workplans translate strategic priorities into day-to-day activities, assign responsibilities and timelines and help us allocate resources effectively and wisely.

INVESTMENT DECISIONS:

Our strategy and Action Plan guide our investment decisions through a mission-aligned investment strategy with clear criteria for evaluating potential projects and initiatives. It is through mobilising our resources wisely that we will be able to best affect change.

CONTINUOUS IMPROVEMENT:

We recognise that our environment is constantly changing. Therefore, the Action Plan is reviewed and updated annually so we maintain flexibility to respond to new opportunities or challenges. We encourage innovation and learning from both successes and setbacks

