



Strategic Framework

Our purpose:

**Whakamana te maunga
Whakamana te wai
He mauri o ngā tangata
Ngā mea katoa he pai**

***If we look after the water from the mountains to the sea, it will look after us.
It is our life force.***

Our strategic goals:

To contribute towards creating an Aotearoa where:

- Communities now and in the future, are fully engaged with papatūānuku and tangaroa.
- Communities are empowered with support, knowledge, resources, inspiration, and feel valued and capable. Manaaki atu manaaki mai
- The environment of Aotearoa is in balance and has healthy biodiversity and ecosystems. Mana moana mana wai.
- Catchment scale restoration - waterways that are healthy from the mountains to the sea and are; cool, clean, clear, connected to coastlines and have cover, creatures and current. Mauri, Momo, maringi, makariri, marama, maru, moana
- Protecting the mauri (life force) of the ocean. Manaaki mauri moana

The principles that guide us:

- The power of community action
- Relationships are central to our work
- Empowerment through education
- Kaitiakitanga
- The ability of passion and commitment to create change
- Positive connection with people and place through experiential education
- Being solution focused



2019 to 2021 priorities:



1) Structured Evidence Based Programmes *Branded programmes (e.g. Whitebait Connection and Experiencing Marine Reserves), designed to follow standardized frameworks and which can be scaled up to be delivered in different regions*

By the end of 2021 we will have

Up to date programme resources that are linked to our evaluation strategy, implemented by all regional providers.

Maintain programme delivery in existing areas and expand to new regions as resources allow.

Sustainable funding reported for each region
Increase in participation in all regions

In 2019 we will:

Embed our new strategy and evaluation plan into all regional provider delivery.

Conduct regional support visits/virtual meetings to all regions by end of 2019 to help with implementation process.

Ensure the statistics that our regional providers and coordinators are collecting across NZ are standardized and feed into a central database.

2) Emergent/Community Led Programmes *Community initiated, projects and actions supported by our teams*

By the end of 2021 we will have

Developed increased capacity within our leadership group in the areas of community engagement and monitoring and support work for conservation projects and outcomes.

Develop a network of interested hapū groups for Northland and the Auckland region who want to share knowledge, strategies and support one another to advance kaitiakitanga in our region.

Have built and activated a network of people around Northland and Auckland that are keen to engage

Have a comprehensive database of the groups and resources and a process to follow up and support them if/when required.

Stories that show clear links between our programmes and these community led actions.

In 2019 we will:

Secure resources and gain more experience and insight to inform the creation of our community led kaitiaki action project support plan and funding application.

Review and standardise how we evaluate and keep track of emergent/community led programmes/actions/projects.

Support action projects generated by EMR and WBC around the country and follow-up support activities tied to conservation outcomes and relationship and capacity building in our communities

Create a comprehensive list of these community led actions.

Explore how we can best support these groups in an ongoing way e.g. regional hui, newsletters, professional development, volunteers etc.

Create a video showing clear links between our programmes and community led action e.g. EMR and Maitai Bay rahui

3. Conservation Actions and Interventions

Innovative programmes, projects initiated and led by our teams

By the end of 2021 we will have...

Projects led by our teams that will be showing results, possibly dramatic results, in terms of restoration of taonga species and habitats. The hapū and community will be engaged in this important and significant conservation and cultural and social outcome. These projects will become iconic models for community led and hapū based kaitiakitanga and restoration of the mauri of the moana and wai.

We aim to have a functioning network of kaitiaki leaders and participating hapū in the Northland and Auckland regions. This group in addition to their locally based work will be preparing to represent tangata moana tangata wai in large (regional) scale aquatic protection planning and implementation or may in fact lead this process into the future.

We will continue to pursue monitoring and research projects in the Northland and Auckland regions that are tied to highlighting threats to the marine and freshwater environments and that support community led initiatives.

In 2019 we will:

Review and standardise how we evaluate and keep track of innovative programmes and projects initiated and led by our teams.

4. Partnerships and Collaborations

Supporting and participates in a range of initiatives with other cross sector organisations

By the end of 2021 we will have

Increased number of partnerships and collaborations that fit our criteria

Evaluated effectiveness of partnerships and collaborations.

Achieved a larger reach over space and time

In 2019 we will:

Define what different relationships we have e.g. partnership, collaboration, funding, business etc.

Keep a record of all of our relationships on the MASTER MTS spreadsheet categorised as defined in our definition work. Use this as our baseline data.

Continue to collect evaluation data on new partnerships gained at our national MTS wānanga events

5. Organisation Goals

*Ensuring Northland/Auckland are viable and able to support a strong national network
To provide appropriate support the enable ongoing sustainable regional/local programmes around Aotearoa*

By the end of 2021 we will have

Undertaken a review of how we are going with our goals.

In 2019 we will:

Have consolidation of our programmes and projects

Implement systems to ensure staff and volunteers are valued and taken care of and the finances are well managed

Embed consistent evaluation across all of the programmes