

MISSION

GOAL:

Te Tahua o Rangitāne builds the resource base for Rangitāne o Tamaki nui-ā-Rua, increasing its capacity to serve its beneficiaries and exercise the economic leadership of mana whenua within the Taranua region.

KEY ACTION STEPS:

- #1 Affirm the purpose statement and core values
- #2 Assess activities to confirm alignment with purpose and values
- #3 Build a pūrākau that we use to communicate to internal and external stakeholders

MARKETING OPERATIONAL EXCELLENCE

GOAL:

Craft a co-ordinated and consistent operational strategy that conveys the organisations strategic intent to the community while building relationships and partnerships to advance our mission.

KEY ACTION STEPS:

- #1 Create an effective communications vehicle that professionally tells the organisations story including website and social media platforms
- #2 Identify and invest in partnerships that are mission-driven and value-producing
- #3 Refine marketing plans that support specific projects and strategies
- #4 Actively promote the opportunities within our region and sell the positives of local investment
- #5 Build an effective communications pipeline with board and other Kaiwhakahaere Matua

FINANCIAL SUSTAINABILITY

GOAL:

Build a financially sustainable operating budget that allows the board and staff to fulfil the mission of Te Tahua o Rangitāne.

KEY ACTION STEPS:

- #1 Identify and build business operations that are ethical and sustainable
- #2 Adopt appropriate business strategies to deliver financial and social outcomes to Rangitāne o Tamaki nui-ā-Rua
- #3 Build strategic fundraising capacity and plan
- #4 Create a case for support
- #5 Develop financial management guidelines and processes

COMMUNITY ENGAGEMENT

GOAL:

Raise public awareness of Rangitāne's civic and practical leadership as mana whenua in advocacy, business, housing and economic wellbeing.

KEY ACTION STEPS:

- #1 Build our understanding of community needs and aspirations
- #2 Engage with relevant community partners and encourage mutual participation in events / activities
- #3 Clearly communicate the needs and aspiration of our members

INFRASTRUCTURE & PROCESS

GOAL:

Implement our strategic vision and improve the delivery of our mission to ensure a sustainable organisation.

KEY ACTION STEPS:

- #1 Evaluate buildings and grounds to identify maintenance needs and plan enhancement
- #2 Evaluate and align staff time/resources/position descriptions with strategic needs
- #3 Establish a physical presence for Te Tahua o Rangitāne to encourage engagement with stakeholders and promote the dynamic nature of Rangitāne enterprise
- #4 Look to build our assets to serve the requirements of both the organisation and community

ORGANISATION-WIDE STRATEGIES

- 2022** - Lay the foundation for the organisation
- 2023** - Increase contribution and impact to the community as mana whenua
- 2024** - Develop the platform for future growth.

OUR FIVE GUIDING BEHAVIOURS:

PONO

- to have honesty and respect for all people

RŌPŪ RANGATIRA OHOOHO I TE TANGATA RAKAHINONGA HEI KAITAKI

- inspire/motivate entrepreneurial leadership

NGAIOTANGA

- be professional in our actions to clients, partners and others

POUTAMATIA TŌ AKO-HAERE

- learning journey be forever upwards and onwards

WHAKAŪ TE WHAKARATO HAPORI

- devote our energies to community service and make a difference

IMPLEMENTATION

We will lay the foundation for the organisation by:

1. Develop policies and protocols
2. Build an asset management plan
3. Promote and support Māori business
4. Build a strong network of stakeholders, partners and advocates
5. Build an effective team
6. Develop and build a growth strategy

HE KAI
KEI AKU
RINGA

To be self sufficient and responsible for the resources and capability you need to grow and develop