

Kia Maanu Kia Ora Stay Afloat Stay Alive

- **Collective agreement on the kaupapa of Kia Maanu Kia Ora Stay Afloat Stay Alive**
- **Kia Maanu Kia Ora is a well respected tohu and brand that has a whakapapa**
- **Kia Maanu Kia Ora can be used across all sectors, ages and kaupapa**

Kia Maanu, Kia Ora Kaupapa

- **Keep it! Slogan**
 - **Review and improve**
 - **Financial sustainability (what is the current climate)**
 - **Removing barriers**
 - **Capability**
 - **Same message across all delivery**
 - **Diversity across all sectors**
 - **Knowing the scope – milestone/priorities/timeframes**
- **Imaging/branding**
 - **Relationships – other organisations**
 - **Hauora**
 - **By Māori for Māori**
 - **By rangatahi for rangatahi**
 - **Te Moananui ā Kiwa**
 - **Waka, vaka, va'a as the connector**
 - **Flotation**
 - **More kai = more mana?**

Education and Skills

- Access to hard to reach whānau
 - Opportunity to influence
 - Gather kai
 - With learning how to be safe
 - Incentives/remove barriers
 - Online resources
 - Digital/social media
 - Awareness of conditions/environment
 - Skill acquisition/application
 - Education skills as per water body
- Just do it
 - Use resources new and existing
 - Te Reo
 - Share stories and knowledge
 - Delivery – how
 - Wānanga – practical
 - Fun
 - Karakia, Kupu
 - Engagement
 - How
 - Show up

Attitude Change

- How to influence attitude change at all levels
- Tanetanga
- Kawanatanga
- Role models
- Ahikaaroa
- Vaka/waka
- Tikanga
- Shift away from deficit thinking
- Visibility – on the ground/community champions
- Advocates of experiences
- Evolution of technology
- Evolving relationship with Tangaroa
- Giving back to Tangaroa
- Knowing our attitude journey to date
- Wairua – connection
- Within Water Safety New Zealand too
- Being inspired/positive role

How? Leadership, collaboration, structure

- Roles and responsibilities
- Where do we stand?
- Leadership by doing
- Succession
- Māori structure
- Tap into Māori leadership that exists in Māori arenas
- Sharing that message throughout Te Ao Māori including kōhanga, kura kaupapa, and everywhere, Māori TV, E-tangata

- Frameworks
- Te Ao Mārama
- Ruatēpūpūke
- Waka journey - navigation
- Te Pae Mahutonga
- Transparency
- Consistency

Doing it/wānanga etc

- Lobby at a political level
- Partnerships
- Wānanga
- Tangaroa Ara Rau (FB)
- Waka/waka wānanga
- Capturing more stories (multimedia)
- Podcasts
- WSNZ cultural perspective/change
- Roles responsibilities

- Maramataka (Matariki 2018)
- Resources
- Survey/ask our whānau/hapori this week
- Workforce development
- Kai gathering practical wānanga
- Reconnecting: learn kōrero
- Go to each rohe feel what is happening there
- Tu, social media clips
- Role models

How? \$\$\$ Things we do for cost/free

- Budget
- TPK
- Corporates
- In kind resources
- WSNZ employ someone
- Rōpū tautoko
- Health \$\$\$\$ - without affecting delivery
- Waka events/maintenance
- Volunteer

- Advocate in Parliament
- Volunteer
- Tangaroa Ara Rau
- Kawa and tikanga
- Storytelling kōrero
- Social media/influences
- Webinars
- Tutorials/tips/advice
- Linking to messages that already exist

Recommendations/priorities

- Establish a Māori advisory group
- Māori advisory group to meet with WSNZ CEO and Board
- Māori representative on the board
- Structure/process
- Meet with Govt Ministers
- We want to be at the table
- Meet with the WSNZ Board
- Local MPs
- Swim Reaper (tikanga)
 - Issues with tikanga
- Bypass WSNZ and influence Sport NZ,
- 20% of the budget goes to Māori
- Application
 - Every applicant will highlight how their application
- Kia Maanu Kia Ora Social Media Strategy
- Applications for research

Key Priorities

- Meet with WSNZ CEO and board
 - Develop a Māori advisory group
 - Māori rep on WSNZ board
 - Meet with Govt Ministers
-
- (Mandate etc)
 - Why