



Ngāti Kahungunu Iwi Incorporated

Our Communication Strategy

- Ngāti Kahungunu Iwi Incorporated has determined its prime purpose as: to enhance the mana and well being of Ngāti Kahungunu.

What we do

- We celebrate Kahungunutanga
- We manage an iwi membership database
- We communicate with our members

How we do things

- Kanohi ki te kanohi ~ “Face to face”
- Pakihiwi ki te pakihiwi ~ “Shoulder to shoulder”

Our Purpose

- The Ngāti Kahungunu Iwi Communication Strategy aims to promote events and activities that will support and strengthen Ngāti Kahungunu whanau/hapu/iwi.
- Our Vision is to see that all Kahungunu whanau members have the opportunity to achieve excellence in all areas of their lives.
- Our mission is to enhance the mana and well-being of Ngāti Kahungunu.
- Our Goal is to reach our target audience, to ensure they are informed.

Our Guiding Principles

- Ngāti Kahungunu Iwi Incorporated is governed by values and guiding principles for the benefit of whanau/hapu/iwi.

Te Tuhonohono o Kahungunu	To act for the prime benefit of Ngāti Kahungunu iwi.
Te Hononga Mareikura o Takitimu	To collaborate with Iwi on issues that concern the Maori nation
Te Kotahitanga	To work with the community to advance the vision for Ngāti Kahungunu Iwi.
Te Whakaputanga o nga Rangatira	To secure our sovereign global place in the world
Te Tiriti o Waitangi	To engage with the Crown to achieve the mission of Ngāti Kahungunu Iwi Inc

Our Responsibility

- Our responsibility is to use effective tools to communicate with and reach our target audience.

Our Target Audience

- Our target audience includes one or all of the following groups: Taiwhenua and Taurahere Boards, Ngati Kahungunu Iwi Inc. Board members, whanau/hapu/marae of Ngati Kahungunu Iwi, Registered members of Ngati Kahungunu Iwi Incorporated, Government leaders, Local, National & International authorities, Service providers and Businesses and the General Public.

Our Communication Tools

- Ngāti Kahungunu Iwi newsletter – Hoesa rā
 - Ngāti Kahungunu Iwi website – www.kahungunu.iwi.nz
 - Local & National newspapers and radio advertisements
 - Ngāti Kahungunu Iwi databases and networks
 - Panui ki te iwi email network – Panui@kahungunu.iwi.nz
 - Annual General Meeting - Hui A Tau - Annual Report
 - Iwi Events
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