

Muaupoko Tribal Authority Inc.  
**STRATEGIC PLAN**

01-01-2008 - 01-01-2020

**Background**

The navigational explorer Kupe is attributed with being the first to discover Aotearoa (New Zealand) and we the people of Muaupoko are his proud descendants. Kupe's descendent Whatonga, captained the Kurahaupo Waka and settled the virgin lands from Turakina to Whanganui-a-Tara (Wellington, which was named after Whatonga's son Tara) in the early 12th Century. Frequent excursions were also made to the South Island and some had settled there. At present the largest grouping of Muaupoko iwi members now reside within Levin (Taitoko) Horowhenua region.

In August 1997 the Muaupoko Tribal Authority (MTA) was established. Its main purpose is to protect Muaupoko identity, assets and to build a stronger economic, social and culture base for the Muaupoko people.

At a 2007 AGM Hui-a-Iwi, members were encouraged to participate in the direction where the MTA should focus its interest towards. Those who had participated in the process have made an impact creating long-term strategies with the following vision that will take Muaupoko forward into the future.

**Introduction**

Muaupoko 2020 is about whakahono kia tu kaha Muaupoko. It is about our ability to stand strong and united so that together we will create and control our destiny.

It is our belief that in the year 2020 we will be at a place where we have

- empowered our Hapū, Whānau and Marae
- protected our identity, assets and environment
- enhanced our economic wealth, culture, health and social well being.

It is our responsibility to learn the lessons of the past, to plan and prepare for the future. Unite, stand strong Muaupoko is our vision, many will contribute to its creation and all will benefit from its continued existence.

The planning process is now. Dreaming of the future, of where Muaupoko would be in 2020 must be achieved. Muaupoko 2020 will be about developing long-term strategies to realize the vision, to make the dream a reality.

A United Iwi Will Prosper - A Divided Iwi Will Not Prosper

Heoi anō,

Mahanga Williams  
CHAIRMAN.

Steven Hirini  
CEO.

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# MUAUPOKO 2020

KURAHAUPO TE WAKA, TARARUA TE MAUNGA, PUNAHAU TE ROTO, HOKIO TE AWA, MUAUPOKO TE IWI

**OUR VISION**

**“WHAKAHONO KIA TŪ KAHA MUAUPOKO”  
UNITE, STAND STRONG MUAUPOKO**



TANGURU

Milestones will be adopted and located on our website; they will support the following key strategies that will assist the MTA towards achieving its Vision.

**STRATEGY 1:**

**Culturally Strong in Te Reo me Ona Tikanga**

Preserve & maintain our Muaupoko language and customs.

**STRATEGY 2:**

**Protecting and enhancing our Environment**

Research, investigate and participate in environmental revitalization projects within Muaupoko tribal region.

**STRATEGY 3:**

**Strong, Healthy & Vibrant Whānau and Hapū**

The health and wellbeing of our people is paramount.

**STRATEGY 4:**

**Capacity & Capability**

Build the capacity (people power) and capability (effectiveness) of our Whānau, Hapū & Iwi.

**STRATEGY 5:**

**Ownership & Protection of Muaupoko assets and resources**

Regain ownership and kaitiakitanga of key Muaupoko assets and resources and realize the benefits and returns.

**STRATEGY 6:**

**Strong Infrastructures**

Strengthen the infrastructures (systems, policies, procedures, planning, monitoring) of Whānau, Hapū & Iwi.

**STRATEGY 7:**

**Effective Representation**

Represent Muaupoko interests effectively and efficiently and ensuring always that our mana is upheld.

**STRATEGY 8:**

**Expansive Networks**

Enhance our relationships and networks with other Iwi, Government and Non-Government agencies.

**STRATEGY 9:**

**Economically Strong**

Pursue commercial and non-commercial opportunities that enhance the well being of Muaupoko.

**STRATEGY 10:**

**Making our Mark**

Brand and Market Muaupoko as a Leader and Role Model.