
FIVE YEAR STRATEGIC PLAN

2025 - 2030



TE ĀTIAWA

Ki te Upoko o te Ika a Māui Pōtiki Trust

Logo Whakapapa

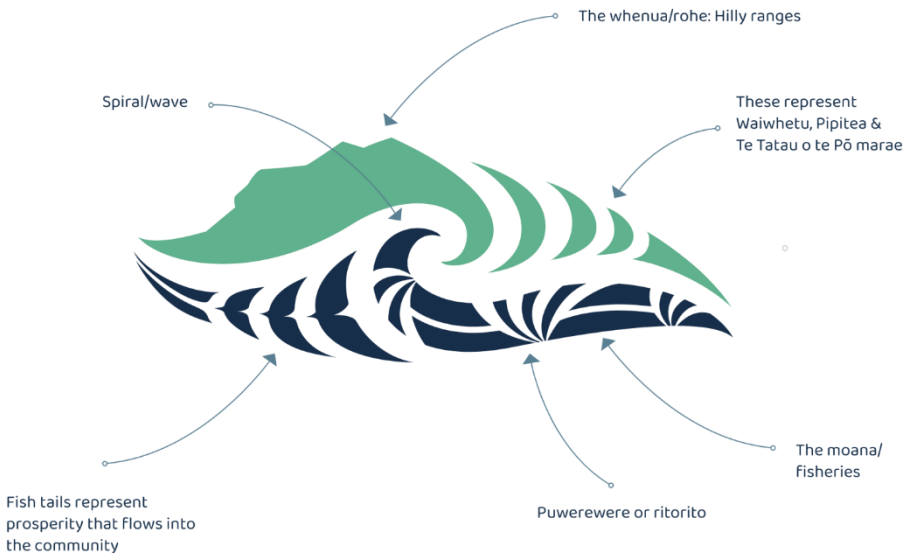
Te Ātiawa ki te Upoko o te Ika a Māui Pōtiki Trust Group consists of charitable entities which benefit from Ātiawa Nui Tonu Fisheries Limited.

These benefits extend to the wider community and the three marae; Waiwhetū, Pipitea and Te Tatau o te Pō.

This knowledge has been encapsulated into the whenua and moana surrounding the Whanganui a Tara region.

Mai i enei hinonga tarahiti e rua ka ora te iwi.

From these two trust entities the people prosper.



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Te Kaupapa | Mission

Kia tipu te oranga o Te Ātiawa ki te Upoko o te Ika.

Creating prosperity for the uri of Te Ātiawa ki te Upoko o te Ika.

Te Huapae | Vision

Mēnā kei te ora ngā moana, ngā awa, ngā roto me te whenua, ka pērā anō tō tātou iwi.

If the oceans, the rivers, the lakes and the land are healthy, so too will our people be..

Ngā Mātāpono | Values

Toitū te moana

We actively protect and are committed to sustainable fisheries.

Kaitiaki taonga

We are stewards of our assets.

He ngākau pono

We act with humility, integrity, and honesty.

He ringa atawhai

We support our people.

Strategic Goals




Tangata	Forge strong and dynamic relationships across the iwi	Communicate effectively with all of our people	Create education pathways and opportunities	Share value with our people and marae
Environment	Promote and protect our waterbodies and whenua		Promote and protect our wider eco systems including native flora and fauna	
Organisation	Develop our people and continue to grow capability of our organisation at all levels	Apply best practice organisational structures, processes and policies	Strengthen the position of Te Ātiawa ki te Upoko o te Ika a Māui Pōtiki through strategic partnering	
Growth	Set and achieve growth targets to deliver optimal long term economic benefits	Identify, evaluate and action new opportunities for economic growth.	Grow the financial knowledge of our organisation	

Strategic Goals Objectives

Tangata			
Goals	Objective 1	Objective 2	Objective 3
Forge strong and dynamic relationships across the iwi.			
Communicate effectively with all of our people			
Create education pathways and opportunities			
Share value with our people and marae			



Environment			
Goals	Objective 1	Objective 2	Objective 3
Promote and protect our waterbodies and whenua			
Promote and protect our wider eco systems including native flora and fauna			

Organisation			
Goals	Objective 1	Objective 2	Objective 3
Develop our people and continue to grow capability of our organisation at all levels			

Organisation continued			
Goals	Objective 1	Objective 2	Objective 3
Apply best practice organisational structures, processes and policies			
Strengthen the position of Te Ātiawa ki te Upoko o te Ika a Māui Pōtiki through strategic partnering			



Growth			
Goals	Objective 1	Objective 2	Objective 3
Set and achieve growth targets to deliver optimal long term economic benefits			
Identify, evaluate and action new opportunities for economic growth.			
Grow the financial knowledge of our organisation			



How we do what we do.

Our core guiding principles are: To practise and uphold rangatiratanga and kaitiakitanga. To build and grow our resource base whilst adopting a carefully considered approach towards risk. To maintain and forge new relationships & partnerships.

The purpose of having a Strategic Plan.

To communicate a shared vision to Te Ātiawa uri in Te Whanganui a Tara. To inform resource allocation and decision making by identifying where the most value can be created. To keep us on track with our vision and in a strong position from which we can adapt to a changing environment.



Our strategic priorities and focus areas for the next five years.

1. Mana Tūpuna – Preserve, maintain, enhance and honour our whakapapa and tūpuna.
2. Mana Moana – Promote, advance and assert our mana moana and te mana o te wai.
3. Mana Whenua – Protect and safeguard our coastal, riverside and lakeside lands.
4. Pūtea Investment - Invest to create opportunities.
5. Mana Tangata - Lead & support whanau ora.
6. Governance - Be a highly professional governance body.



TE ĀTIAWA

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