

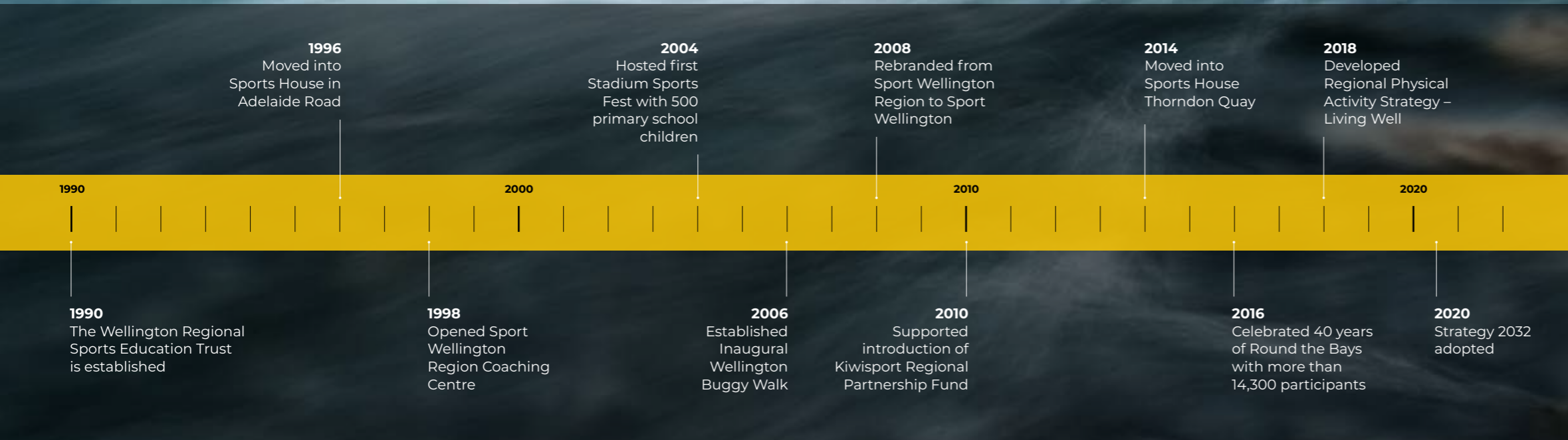


We are

Nuku Ora

An active Wellington region

We've come a long way to get to where we are today



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Where we've been

Established in 1990 as The Wellington Region Sports Education Trust, our organisation's purpose has always been linked to the value of physical activity.

Our Trust deed sets out our purpose as being "for advancement and education of sport, fitness and leisure activities for the welfare, safety, benefit and education of members of the communities located in the Wellington Region."

This purpose acknowledges the value being physically active has, not just for individuals but for communities and ultimately, for our region. It's a purpose that still holds true for us 30 years later.

Over the last 30 years, exactly how we've supported our region to achieve this purpose has changed and evolved. In 1996, our mission was "to improve the quality of life for all people in the Wellington Region by enabling and encouraging them to participate and achieve in sport, fitness and leisure."

By 2005, this had evolved to focus on supporting the Wellington Region to become "New Zealand's most successful sporting and physically active community."

Our latest transformation, through a new strategic direction and identity, sees us return more closely to our original purpose through a renewed focus on ensuring equitable opportunities for quality experience in physical activity for all.

Where we're going



Strategy 2032

Our Vision:	Hauora. Everyone active, healthy and happy
Our 12-year Strategic Outcome:	Improved wellbeing through increased physical activity
Our Purpose:	Transforming lives in the Wellington region

What is Strategy 2032?

Strategy 2032 is a 12-year strategic plan that emphasises equitable and quality opportunities for all.

Strategy 2032 enables Nuku Ora to bring our purpose to life so that everyone has the opportunity to experience the positive benefits of physical activity – whether that's through sport, active recreation, play, or active transport.

Our purpose, Transforming lives in the Wellington region, is grounded in the belief that physical activity has the power to transform lives and is therefore fundamental to our region's wellbeing.

Why Hauora?

This vision recognises that while we highlight the importance of physical activity and seek to encourage active lifestyles, we must consider the need for a holistic and equitable approach in doing so.



What does Strategy 2032 mean for you?

Over the next 12 years you will see a future oriented Nuku Ora that makes evidence-based decisions, shares knowledge, and supports and empowers others.

We are committed to ensuring that everyone in the Wellington region has the right to be physically active within an inclusive environment, and to be treated with respect and empathy.

You can expect to see Leadership and Advocacy, Delivery, and Partnering from us as we work towards our 12-year strategic outcome of Improved wellbeing through increased physical activity.

We will:

- take a regional view, recognising community differences while developing our connections and partnerships
- look to collaborate
- be fierce advocates for inclusion and diversity – working hard so that no one misses out

Four-year strategic priorities

Although our new strategy looks towards 2032, we will focus on three four-year blocks so we can be agile and able to adjust to the changing needs of our communities.

We have identified three strategic priorities to focus on for the first four years and will be working with priority populations – those who research and insights identify as having barriers to being active.



We know that physical activity rates are in decline and that inequity is causing the gap between active and inactive populations to widen.

Who we are



During our process of transformation, we have adopted a set of values-based behaviours that improve our ability and effectiveness as an organisation in supporting and partnering with you and our communities.

Our work will be based on operating principles that encapsulate the behaviours we need to emphasise in order to successfully achieve our strategic outcomes.

It's important to us that your experience when working with us is positive.

To this end, we will be working with you to achieve high-quality results (kairangitanga); maintain a good working relationship (tūhonotanga); provide and enable leadership (aratakitanga); innovate where we can (auahatanga); and work collaboratively to achieve mutually beneficial outcomes (ngātahitanga).

Our guiding principles – The Nuku Ora Way

Kairangitanga	Constantly striving to attain the highest standards.
Tūhonotanga	Building and maintaining good stakeholder relationships, individually and collectively.
Aratakitanga	Acknowledging our leadership role and using it to enable and empower others.
Auahatanga	Generating new ideas and thinking about how we can improve and innovate.
Ngātahitanga	Working together to achieve shared outcomes.

Why we're changing



We're transforming ourselves so we can better support the communities across our region.

The name Sport Wellington was proving to be a barrier with many of our stakeholders and communities.

Our focus as an organisation is on physical activity as a means of supporting improved wellbeing in our communities. The name Sport Wellington did not reflect the focus of our everyday effort.

Our communities have told us that things are changing for them; and we recognise that the consequences of not changing with them are increasing.

We have seen, time and time again, the incredible value that being active offers; for individuals, for whānau, for communities, and for our region.

But we also know that not everyone in our region has equitable access to these opportunities.

We know that the gap between active and inactive populations is widening; and that traditional sport isn't always the answer for everyone.

Because of this, many people are missing out on the benefits being physically active provides.

People are facing ever-increasing challenges to enjoy easy access to physical activity.

We believe that every one should have the opportunity to get active, and stay active, in a way that suits them.

Every one should have the opportunity to be active, healthy and happy.

So, we're rising to this challenge.

We're transforming our organisation - changing our name and the way we represent ourselves - so that we, with the help of our partners, can better support communities across our region.

We're evolving a more inclusive approach which reflects how people like to be active - whether that's through play, active recreation, active transport, or sport.

In rising to this challenge, we're being true to our founding deed and original purpose.



Our bicultural journey

We have taken deliberate steps to formally acknowledge our commitment to te ao Māori and Te Tiriti o Waitangi as an organisation. In March 2020, the Board adopted a Te Tiriti o Waitangi Policy (organisational policy) acknowledging the three principles of partnership, participation, and protection in Te Tiriti o Waitangi and how these principles influence how our organisation is governed and operated.

The Board also approved an amendment to our original Trust Deed with the addition of a clause acknowledging Te Tiriti o Waitangi and a commitment to making it “visible and real in our community, region and embedded within our organisation.”

We are working hard to continuously challenge ourselves to grow our cultural confidence as an organisation, and to create a safe environment for individuals on their own personal cultural competency journeys. Significant effort is being put into building our understanding and appreciation of te ao Māori internally through:

- Whakatau
- Mihi/Pepeha
- Karakia
- Waiata
- Haka

- Staff completing two Te Tiriti o Waitangi workshops
- Developing a Māori Language Pocket Guide
- Incorporating traditional games/activities at full staff meetings

As an organisation we aim to improve not only our internal knowledge but to develop a deep understanding of why these are important to mana whenua.

Anya Hape, Programme Advisor – Hutt Valley and Wairarapa (Ngāi Tūhoe, Te Whakatōhea, Te Ātiawa, Taranaki) – Future Thinking

“When I think about our journey to date, it shapes for an exciting future. Whakatau, waiata and karakia, whaikorero, hariru are some of the tikanga we have adopted and provided staff with opportunity to ‘fill their kete’. Moving forward, I would like to see us not only continue to normalise tikanga Māori practices within the office and when engaging with external stakeholders, but, to see such practices have a permanent presence at a level that talks to how we act and operate as an organisation. Kaupapa Māori principles/philosophies resonate with the holistic space in which we work in. Allowing these same principles/philosophies to underpin our operational strategies is a bold step that we are now equipped to take.”

How we've changed



When we embarked on exploring what a new identity for our organisation could be, it was important for us to first develop a robust process that enabled us to connect our strategy and ourselves with people, our communities, our region, and our purpose.

Underpinning all of this work was a strong focus on collaboration and partnership, with the goal of developing a name that not only reflects the work we do and our enduring purpose, but also the outcome we want for our communities.

To do this, we engaged with:

Mana whenua

It was important for us that in order to engage more deeply with Māori communities in our region, we wanted to develop a brand that didn't rely on translation, but rather, developed a strong sense of duality and meaning from a te ao Pakeha and te ao Māori perspective.

Through our collaboration with Māori consultants Te Amokura, we began our conversations with mana whenua.

These conversations have enriched our understanding of the connection between physical activity and mana whenua.

Our stakeholders

We created a Community Reference Group, with whom we had regular hui and consultation. The reference group consisted of 14 people from across health, sport, active recreation, councils, and funders.

Our internal teams

Internal teams were kept informed of our progress at each key stage, with open discussions to allow for input.

Key steps of our process

Step 1 Developing our value proposition

Our value proposition reflects the core difference we're able to make for our audiences – the value that we offer them.

Our value proposition is:

Transforming the wellbeing of our communities through physical activity.

Step 2 Developing our whakataukī

We wanted to gain a greater understanding of what physical activity and our value proposition means to mana whenua. We worked with consultancy firm, Te Amokura, along with our Iwi and Wairarapa Partnership Manager, and were able to talk with five of the six iwi in the greater Wellington region.

Each iwi shared their own unique stories and through the common themes that emerged through those conversations, Te Amokura was able to develop our whakataukī to reflect a te ao Māori understanding of physical activity/health and wellbeing and their connection to land/place/people in our region.

Our whakataukī is:

**Kia rau nuku
Kia rau wai
Kia rau ora**

Rau = plentiful, increase

Nuku = active, moving

Wai = water and represents the tributaries that connect the Wellington region

Ora = life and joy

Step 3

Developing our new name and visual identity

Our new name is derived from the key elements of our whakatauki.

Nuku = active, moving

Ora = life and joy

Nuku Ora is a concept that represents activity, movement, life, and joy. It encompasses the outcomes that we want to achieve in our region and reflects our vision of “Hauora. Everyone active, healthy and happy.”



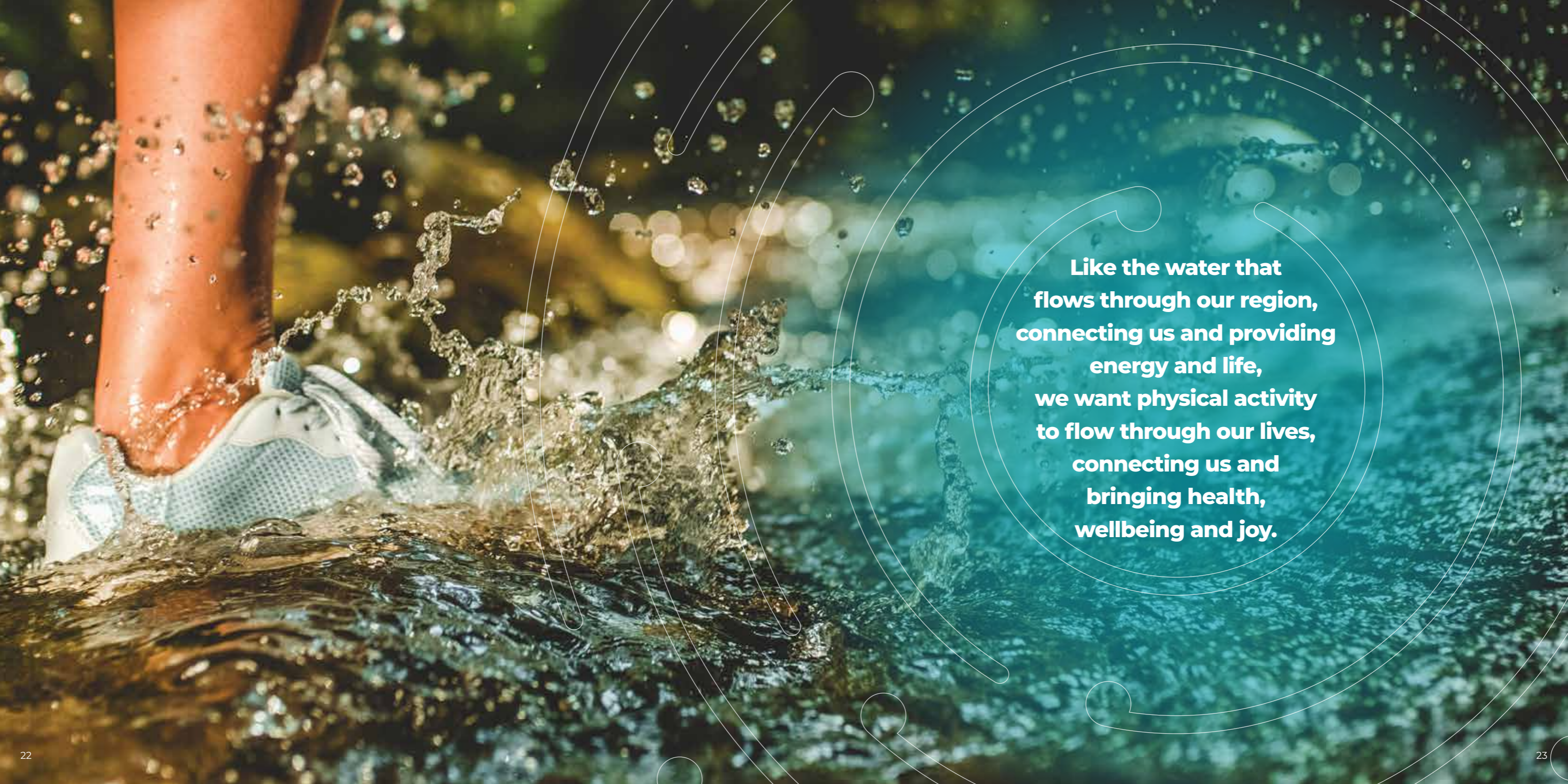
An active Wellington region

Like a ripple, the benefits of physical activity can expand out across the lives of people and communities to transform their wellbeing.

The koru elements of the design represent the coming together of people and new opportunities, the unfurling of their journeys, and the connections that we form between people and place.

Its link to water reflects the connection to the tributaries that flow through the Wellington region, providing connection, sustenance, vitality, and life.

Kia rau nuku, kia rau wai, kia rau ora.



**Like the water that
flows through our region,
connecting us and providing
energy and life,
we want physical activity
to flow through our lives,
connecting us and
bringing health,
wellbeing and joy.**



An active Wellington region

www.nukuora.org.nz  facebook.com/nukuora

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