



Turuki Turuki Paneke Paneke

Rārangi Ūpoko

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He mihi **Greetings**

E ngā mana, e ngā reo, e ngā karangatanga maha, nei rā te mihi ki a koutou katoa. E tangi ana ki ngā tini hua mate kua mene ki te tua o te arai. Rātou mā kua pania ki te kōkōwai o Hinenuitepō, haere, haere oti atu ai e. Ki a tātou ngā kanohi ora o rātou mā kua rūpeketia atu ki tua o te ārai, ki a tātou e hikoi tonu ana i te mata o te whenua nei, ka nui te mihi ki a tātou. Ka nui te mihi i ki a koutou kua tautokohia tonu tēnei kaupapa hei poutoko manawa mō te hunga e hikoi ana te ara o tēnei ao whanapoikiri.

Mai tō kete ki o mātou kete ka hangai tonu tēnei whare hirahira o te Whanapaoikiri Māori Aotearoa.

Turuki!, Turuki!,
Paneke!, Paneke!

To all people, we greet you. We acknowledge the many that have passed away, we say farewell and send them on their journey. To all of us the living faces of those who have passed, us who still walk the face of this earth, we greet you. To those who specifically support this kaupapa, the world of Māori Football, we are very grateful.

With your kete, our kete, we can align to this important house, Māori Football Aotearoa.

Let us support, reinforce and move forward together!

Te Pae Tawhito Where have we come from?



Phillip Pickering-Parker

The origins of Māori Football Aotearoa was very much a personal journey for Phillip Pickering-Parker. Parker has been involved with football since he was very young at Whakarewarewa Primary School in Rotorua. The football seed was planted by his father (English & Irish) and nurtured by his mother (Ngāti Manawa, Ngāti Whare, Ngāti Tuwharetoa, Tongan). Parker's progress through the regional age-group representative teams led to his selection as captain for the New Zealand Junior All Whites in 1989. After playing football and rugby league overseas and completing his O.E, Parker returned home ignited and wanted to give more Māori opportunities to play and succeed in the game. With the birth of his daughter, his motivation to expose Māori to football amplified. He believed that Māori would love the game and be successful at it, if the game was accessible to all.

On 13th October 2006, an email was sent into NZ Soccer executives with the question “Has there ever been or will there ever be a Māori football team?” The response was “Historically, no! We do not see the need for a Māori only team as there is no competition to aspire to.” This was the match that lit the fire of action.

The search commenced for like-minded individuals to support the acknowledgement, recognition and emergence of Māori Football. In that search, unearthed Mr. Max Hall Snr. who was living the same frustrations in Gisborne with a young promising family. Hall and Parker set forth with a string of meetings that eventually lead to Te Puni Kokiri who issued the pair the first funding investment to conduct a feasibility study. The study was completed and submitted to Tuia Group in Wellington for consultation. The outcome of that consultation was “set something up as no one else is going to do it for you both and remain independent!”

In 2008 co-directors Max Hall (Ngāpuhi) and Parker formally established Aotearoa Football Incorporated Ltd. This enabled the delivery of several events, activities and workshops over the next 3 years, all voluntarily.

During this inception, it is important to acknowledge Edmund Hillary School, Papakura and the school's principal, Mrs. Katarina Nock. Mrs. Nock could see the potential in the cause and in particular Māori in Football. She provided the idea environment and platform for both Parker and Hall to work from to establish the bones of the organization.



Max Hall

Te Pae Tawhito Where have we come from?



Lawna Kani

Lawna Kani (Tainui) served on the establishment committee between 2010 – 2012 and was the catalyst for change and lead the Aotearoa Football Charitable Trust set up which now operationally exists as Maori Football Aotearoa after arriving on the scene in 2010. Kani was introduced to the football world whilst living in Ahipara, Far Northland guiding the Tu Maia Sports academy. Through her working relationship with Daniel Cassidy, Kani attended a football coaching session in Ruakaka, Whangarei conducted by Parker. She could see the positive impact that the sport could have on the youth in her sports academy. Kani has been a full board member and pou wahine since 2010.



Nicky Thompson

Nicky Thompson served as a key board member between 2019-2023. The tamariki of Nicky (Pākeha) and Richard Thompson (Ngāti Kahungunu), Tane loved playing football and especially playing for Māori Football. After the passing of Nicky's husband, Thompson was determined to keep her son connected to his cultural identity. Māori Football was a safe place for Thompson to do that and enabled her son, Tane to grow in Football and remain connected to their culture. Thompson committed her time, passion and energy in supporting Māori Football in every way she could.



Daniel Cassidy



Ross Nicholson



Leo Bertos



Tony Westbrook

Te Pae Tawhito *Where have we come from?*

Daniel Cassidy (Ngapuhi) served on the establishment committee between 2010 - 2012. From 2012 – 2022 Daniel held a full board seat representing the interests of Tai Tokerau and was instrumental to the establishment of the Te Tai Tokerau rohe site partnered with Kaikohe AFC.

Ross Nicholson (Ngati Porou) served on the establishment committee between 2010 - 2012. The former NZ national team (All Whites) goalkeeper also served as a full board member between 2012 - 2018.

Leo Bertos (Te Atiawa) served on the establishment committee between 2010 - 2012. The former NZ national team (All Whites) attacker also served as a full board member between 2012 - 2021.

Anthony Westbrook (Ngati Toa) served on the establishment committee between 2010 – 2012 and served as a full board member between 2012 - 2014.

****We must also acknowledge matua Matiu Te Pou, former Māori All Blacks coach, who in the embryotic stages of establishing Māori Football Aotearoa, prepared Parker and Hall for the challenges and advised them how to overcome them. Ironically, Parker and Hall faced them all.****

Te Pae Tawhito Where have we come from?



Maaka Potini

Maaka Potini (Tainui), was introduced to Māori Football in 2019 through his whanaunga Lawna Kani. Potini is Māori Football's Kaikōrero, Kaiako and provides guidance and wisdom in all areas of Māori culture. He is, the pou ārahi for the organisation.

Matua Dick Garratt (Ngāi Tuhoē) is a stalwart of Māori Tennis and the Kaitiaki of Te Tohu Taakaro o Aotearoa and the Māori Sports Awards, an event that is highly regarded in Māori sports and patronised by the Kingitanga.



Dick Garratt

Matua Dick is a strong supporter of Māori in Sport, so when Parker approached him for guidance and wisdom, matua was only too willing to support Parker and Māori Football Aotearoa. Matua Dick was the catalyst for gifting the Māori name for Football, Whanapoikiri.

There were many hours spent with Matua Dick mapping out a way forward for Māori in Football, nei rā te mihi aroha ki a koe e te Matua.

Te Pae Tawhito **Ambassadors**



Leo Bertos
Ambassador



Jeremy Christie
Ambassador



Rory Fallon
Ambassador



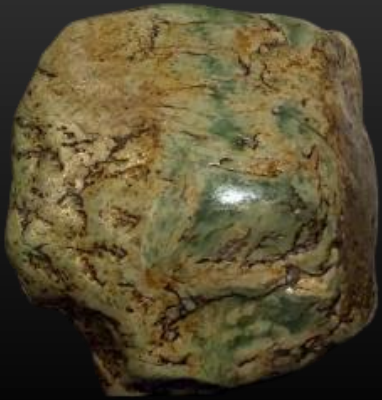
Winston Reid
Ambassador



In 2010, Parker accepted the honour and privilege of culturally supporting Bertos, Christie, Fallon and Reid at the FIFA Men's World Cup in South Africa. It was then that the players honoured Māori Football by agreeing to be Ambassadors of Māori Football in its infancy.

Ā mātou mauri pounamu Our greenstones

Gifted to Maori Football Aotearoa by Mr. Michael Loach of Ngāti Manawa, Ngāti Whare, Ngāti Tūwharetoa from his private collection in 2020 ahead of the Clash of the Cultures Trans-Tasman test series against MARIYA Australia.



Kurangaituku

Kurangaituku was the name bestowed upon the inaugural 2014 girls' team. Kurangaituku was a fearsome bird woman, known for protecting the little insects of the forest. Hatupatu, a Te Arawa ancestor was out hunting only to be captured by Kurangaituku who held him prisoner. Hatupatu escaped and evaded her by leaping over hot springs, Kurangaituku fell into them and perished.

Māori Football casted their net to capture our fierce wāhine Māori to compete in their first international game.

The mauri pounamu was also bestowed with the name Kurungaituku. The colour of the pounamu is flower jade, it ranges from īnanga to kahurangi to kawakawa, light transparent to rich green to intense dark green.

The mineral composition of the brown and light green gem is of a very high grade of pounamu. It is the most popular and valuable sought after pounamu by modern day carvers. Just like in the old days, flower jade pounamu was valued for its hardness, toughness and ability to hold a sharp edge. It can be made into anything the artist can create; its distinctive patches of gold colouring are unique to Aotearoa pounamu.

The purpose of this pounamu aligns to the guardianship and fierce nature of Kurangaituku and personified by the female players. These characteristics are imbued into the Koru of the Māori Football Aotearoa logo.

Ā mātou mauri pounamu Our greenstones

Also gifted to Maori Football Aotearoa by Mr. Michael Loach of Ngāti Manawa, Ngāti Whare, Ngāti Tūwharetoa from his private collection in 2020 ahead of the Clash of the Cultures Trans-Tasman test series against MARIYA Australia.

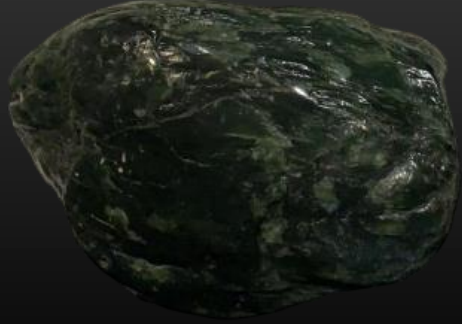
Kahukura was the name bestowed upon the inaugural 2011 boys' team. Kahukura, was an ancestor of the North and was known for his resourcefulness, cheekiness and strategic intent. Kahukura tricked the patupaiarehe (fairy people) in leaving behind their nets that they crafted from flax. Kahukura become renown for introducing the art of net making that enabled villages to feed their people.

Māori Football cast its net to seek out Māori who were playing Football and formed the inaugural Māori national boys' team to compete against the Canadians.

The mauri pounamu was also bestowed with the name Kahukura. The pounamu colour is kawakawa and is a rich intense dark green almost black with small dark inclusions. Kawakawa is the most common pounamu variety and is a very popular stone for carving because of its abundance and ability to hold most shapes. It gets its name from the kawakawa leaf and Pepper tree.

The purpose of this pounamu aligns to the strength and agility of Kahukura and personified by the male players. These characteristics are imbued into the Mangopare of the Māori Football Aotearoa logo.

The Koru and Mangopare is the balance of wāhine and tāne. The pounamu mauri, Kahukura that evokes strength and agility and Kurangaituku, evokes guardianship and fierceness, to all that touch them.



Kahukura

Ā mātou Tū



*"We can see, feel, hear,
act as Māori"*

*"Māori have our own
pathway from first kicks to
high performance"*

MFA is the national Māori Football Organisation in Aotearoa. We acknowledge that we have a long way to go to strengthen and future proof our organisation. However, we are very clear about:

- where we are heading to (**Moemoea**)
- what our mission/purpose is (**Kaupapa**)
- what we believe in (**Mātāpono**)
- our cultural values (**Ūara**) that underpin our behaviours and interactions

Ā mātou Tū



"Creating a Football environment connecting to te ao Māori"

"Māori Football is an intergenerational organization"



Our vision is what Māori Football Aotearoa wants to achieve

Whānau and Players are participating and performing to their full potential in Football as Māori.

Our mission is the reason why we exist

To embed our culture into football, unlock potential and ignite passion that inspires our rangatahi, to be:

- confident with a strong sense of identity, self-worth and belief.
- guided by cultural values.
- innovative, resourceful, prosperous.
- connected to Te Ao Māori.
- connected to whānau, hapū, iwi.
- Future leaders.

Ā mātou Tū



*"We live and breathe
our cultural values"*

*"Tikanga and
Kaupapa Māori
values are included in
the teams"*

Ūara Values



Our values are important because they shape the culture of our organisation, the players and whānau connected to Māori Football. They guide our organisation to make transparent decisions for the Kaupapa of Māori Football and the players and whānau impacted by them.

- Kia **pono** ki te kaupapa
 - Kia **tika** te mahi
 - Me **aroha** ki te tangata
 - Kia **whakamana** ki ngā tangata
-
- Being authentic and honest in all that you do
 - Being courageous and doing the right thing
 - Respecting and being kind to others
 - Treating others in the way you wish to be treated

Ā mātou Tū



"Māori players have superpowers uniquely individual but together it becomes something more"

"Strengthen the sense of belonging"

"Manaakitanga is real everywhere we go"

Ngā Mātāpono Principles



Our beliefs guide our behaviours and attitudes

- **Kaitiakitanga (Guardianship)** – It is our responsibility as a Kaitiaki to protect and safeguard the kaupapa and uphold the principles and cultural values of Māori Football Aotearoa.
- **Whanaungatanga (Connectivity)** – We believe in staying connected to our traditional society constructs, whānau, hapū, iwi, Māori through football, our culture, whakapapa, shared experiences and working together to create a sense of belonging.
- **Kotahitanga (Unity)** - We are committed to Te Tiriti o Waitangi that enables two cultures, tangata whenua & tangata Tiriti to live as one nation. Football as Māori is a vehicle that can manifest unity as whānau, hapū, iwi and as a nation, upholding the mana of Te Tiriti o Waitangi.
- **Manaakitanga (Caring & Kindness)** - We are hospitable, looking after each other and visitors and caring about how they are treated, no matter who they are and where they come from. Manaakitanga is unconditional.

Ā mātou Tū

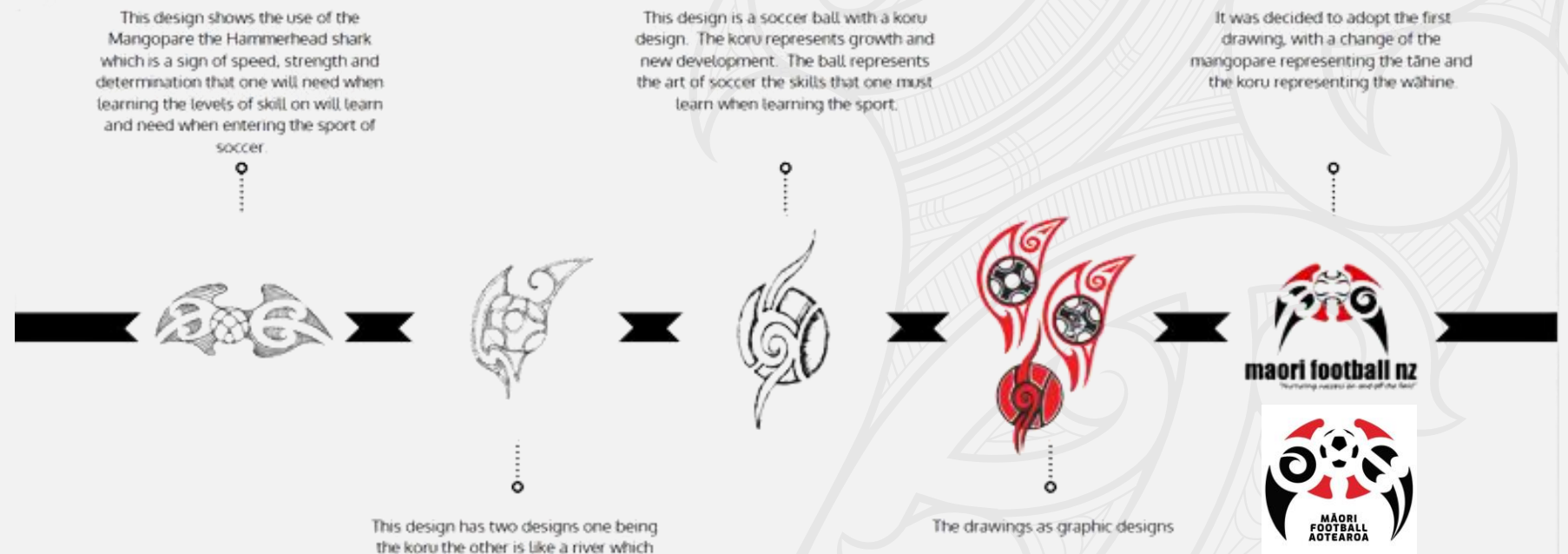


Tohu Logo

The logo evolution started back in 2008 when Phil Parker and Max Hall established Aotearoa Football Ltd. Hall's son (Anthony) was at High School completing his NCEA level 3 in graphic design.

Parker & Hall saw an opportunity to engage Anthony to design the tohu. Anthony used the opportunity as a school project to achieve his NCEA level 3 credits and university entrance.

These are the original drawings and graphics of the tohu and its evolution. Parker and Hall were ecstatic with Anthony's drawings and very proud that he achieved the credits while doing it.



Ā mātou Tū



Tohu **Poho Kererū**

This tohu was created by Bobby Joe Manukonga of Ngā Māhanga a Tairi and the kākahu designs were created by Manukonga's son, Grayson.

When the tohu is reflected (mirror image) it is magnified (double the meaning). The two tohu placed on the chest represents tāne, wāhine and the qualities of the Football players.

Kererū are known to fly in pairs and often keep the same mate for life. A Kererū can be found perched on treetops with their puffed-out chest which represents pride and mana. This behaviour and proudness is imbued into the players when they wear the jersey. The design also reconnects players to their identity as Māori.

The Koru patterns represent the whānau who play football from tamariki nohinohi to rangatahi age groups. Note the spike on the tip of the koru this is a symbol of protection for whānau. It also acknowledges past, present and future players, whānau and relationships that give and unify for the kaupapa, generating kotahitanga.

The inner patterns represent strength, knowledge and growth that surrounds the players, whānau and teams binding them together to self-determine a prosperous future.

The head (bird like figure) is an acknowledgment to those who started Māori Football and the those who inspire us to play.

Ā mātou Tū

Tohu Te Ikaroa

In 2017 Māori Football Aotearoa shared concepts and ideas of what they were looking for in a jacket design. The concept and use of Te Ikaroa revolves around the eternal search for new undiscovered stars and relating these findings to people reaching for the stars within football. With every new star found, an old star retires thus paving the way for the new emerging star to join the other shining stars to welcome the next generation of emerging stars and so on. We align this concept back to our player pathway.

The Milky Way Galaxy (MWG) is a large spiral system consisting of billions of stars, one of which is the sun. Although most stars in the Galaxy exist either as single stars like the Sun or as double stars, there are many conspicuous groups and clusters of stars that contain tens to thousands of members.

These clusters can be subdivided into three types: *globular clusters* the largest most massive star clusters, *open clusters* smaller and less massive, and *stellar associations* even younger than open clusters, they are very loose groupings of young stars that share a common place and time of origin.

Māori Football Aotearoa aligns the objects and formations of Te Ikaroa to the traditional Māori societal construct of whānau, hapū, iwi as well as individual players, teams, clubs and associations. Māori Football Aotearoa considers its players as stars that are finding their cluster or team that are aspiring to reach their full potential in Football.

Brown aligned the concept of Te Ikaroa to the logo, that with its span wide like wings, giving flight and potential for whānau and players to participate and perform as Māori in Football.



Rārangi wā *Timeline*

Parker & Kani, the dynamic duo, have kept the embers burning with very little funding, infrastructure and capacity. However, with passionate volunteers and whānau and over a span of 14 years, MFA has developed and delivered a number of positive initiatives:



Rārangi wā Timeline

2011

Kahukura U18 Team.
Launch of the inaugural Tāne Team only.



2011

Whanapoikiri Taiohi.
Tikanga o te whai aro - Cultural Identity workshops & Kaitākaro - Football Skills training.



2013

Aotearoa Football Charitable Trust was established.



2014

Kurungaituku U18 Team. Launch of the inaugural Wāhine category.



2015

Ngāti Porou Pā Wars. MFA supports the introduction of Football into the Pā Wars.



2015

Whanapoikiri Tamariki. Māori Sports Award Tournament.



2016

Pacific Friendship Shield. Aotearoa v Tonga Inaugural game, Tāne only.

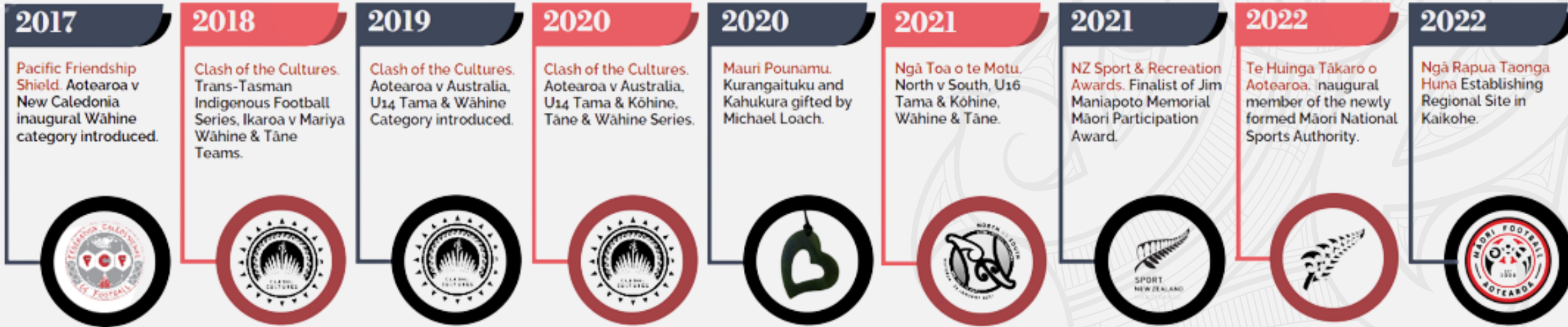


2017

Pacific Friendship Shield. Aotearoa v Tonga inaugural game. U18 Wāhine category



Rārangi wā Timeline



Te Pae Tata *Where are we now?*



FIFA President - Gianni Infantino & MFA representative James Pita, Ngāti Ranginui in 2019

2022-2023 has been the annual year that has seen the most activity for MFA. With the FIFA Women's World Cup in July, many opportunities have come from this that will enable MFA to strengthen its infrastructure, deepen its partnerships both nationally and internationally and consolidate its initiatives and programmes.

There has been several key events that need to be mentioned:





Māori Football Aotearoa is one of the inaugural members of Te Huinga Tākaro o Aotearoa, the Māori National Sports Authority (Te Huinga) established in 2022. Māori Football Aotearoa supports the statement of Te Huinga Tākaro:

“Māori have had a strong relationship with sport even in pre-colonial times. The Hillary Commission's Maori Taskforce on Sport, Fitness and Leisure in 1998 noted that "sport, fitness, and leisure are activities that Maori have always considered a taonga” and are thereby protected under the Treaty of Waitangi. In general, Maori sport can be characterized by:

- *the acceptance of mātauranga Māori (Maori knowledge);*
- *the application of te reo me ōnā tikanga (Māori language and practices);*
- *upholding Māori values such as whanaungatanga (kinship ties, relationships),*
- *manaakitanga (respect, reverence) and aroha (compassion); and*
- *reflections of whakapapa (genealogy) through acknowledging tribal membership.*

Te Pae Tata **Te Huinga Tākaro o Aotearoa - Hei orange whānau**



The connection to whakapapa through recognizing tribal membership is also a strong characteristic of Māori sport, especially within national Māori sporting events and tournaments. Strengthening Māori identity is integral to Māori health and wellbeing.

Together these characteristics foster an environment that supports mauri ora - healthy individuals, whānau ora - healthy families, and tai ora - healthy environments.

The Māori National Sport Organization's understand that sport can play a large role in the health and wellbeing of Māori adults and young people.

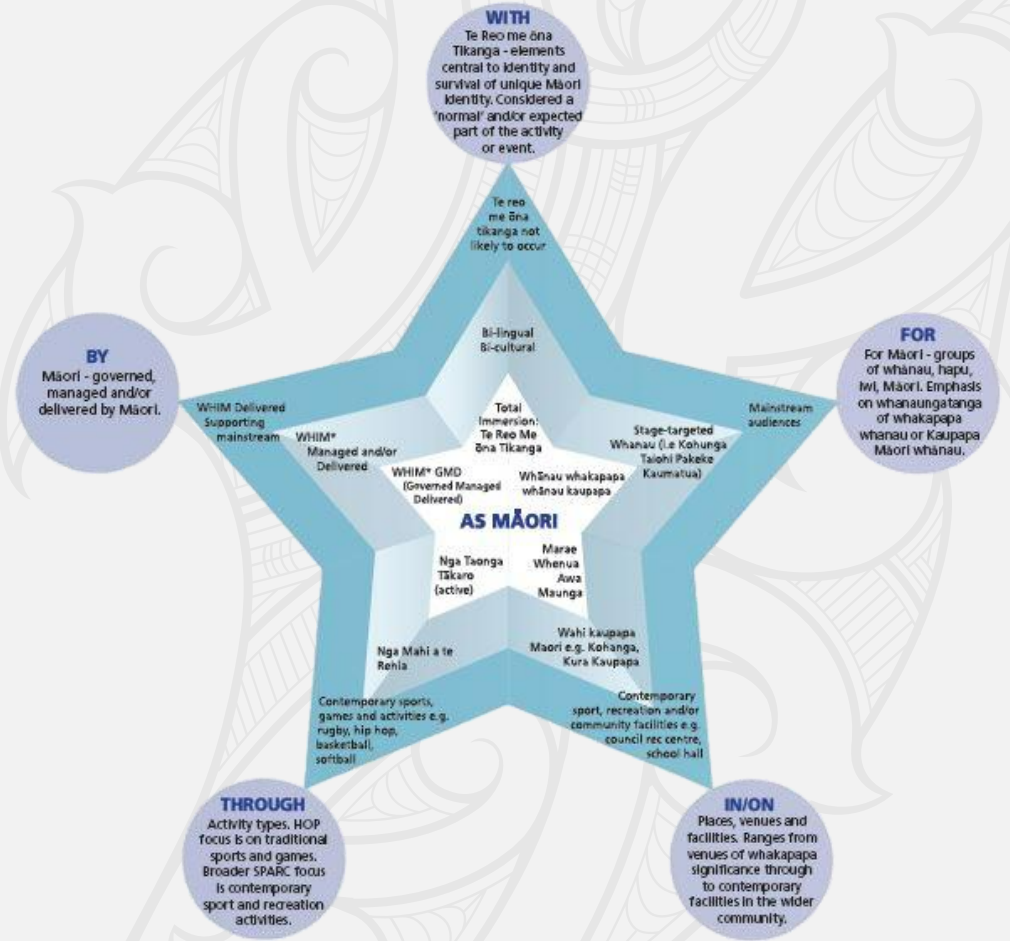
Beyond the obvious physical benefits, it provides an important platform for Māori to access their culture and heritage and to participate and succeed as Māori.”

Te Pae Tata **Te Whetū Rehua**

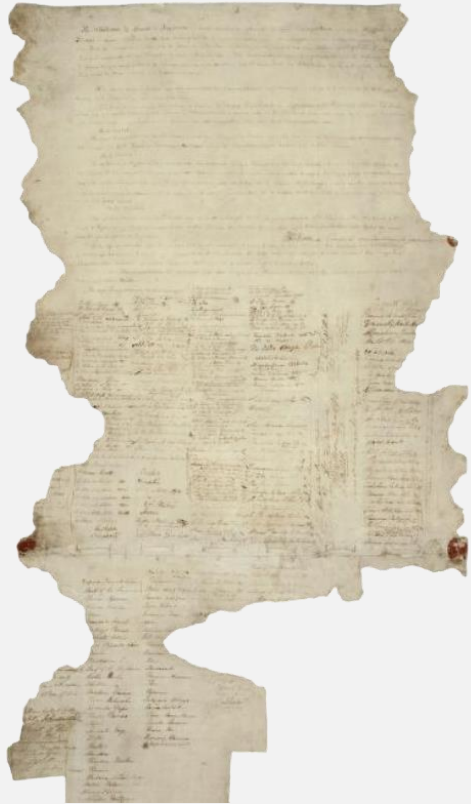
Te Whetū Rehua is a framework that was developed from an Evaluation Review of He Oranga Poutama, a Kaupapa Māori physical activity national programme resourced by Sport NZ and delivered by a combination of Hapū, Iwi Providers, Māori Health Providers, Kura and Regional Sports Trusts.

Evaluators, Kataraina Pipi, Nan Wehipeihana, Kate McKegg and Veronica Thompson (Sport NZ) developed the framework as a result of many hui and wānanga with Kaiwhakahaere of He Oranga Poutama. In 2013 the Framework won the Australasian Evaluation Society Best Evaluation Policy & Systems Award.

Māori Football Aotearoa applies Te Whetū Rehua to all that it does. It brings clarity of our point of difference and understanding to others the value that Māori culture brings to Football.



Te Pae Tawhiti **Where are we going?**



To understand where we are going, we must look back and know where we have come from.

Kia whakatōmuri te haere whakamua:
'I walk backwards into the future with my eyes fixed on my past'.

It is the past that informs the future. As Māori, we strive for constitutional transformational change, Rangatiratanga and Mana Motuhake as proclaimed in Te Whakaputanga, the Declaration of Independence and as promised through the signing of Te Tiriti o Waitangi.

Ngā rautaki whakaarotau *Strategic Priorities*

Kua noho mātou ki te āta whakatau he aha ngā whakaarotau mō ngā tau e rima kei te heke
We have sat down to decide on what the priorities are for the next five years.



Whakapakari



Whanaungatanga



Whakaū



Whakapapa



Whakanuia

- **Whakapakari** - Establish and strengthen organizational infrastructure
- **Whanaungatanga** - Develop new relationships and enhance current partnerships

- **Whakaū** – Establish and consolidate programmes and events
- **Whakapapa** - Strengthen identity
- **Whakanuia** – Celebrate and communicate

Ngā rautaki whakaarotau *Strategic Priorities*



Whakapakari

To establish and strengthen our organization infrastructure, we will:

- develop and implement Annual Action Plans.
- develop and implement a Financial and Commercial Plan.
- establish Wāhi Rohe.
- develop and implement required policies and procedures.
- collate data that is used for the purposes of advancing the Kaupapa of Māori Football and whānau wellbeing.



Whanaungatanga

To develop new relationships and enhance current partnerships, we will:

- support and empower Wāhi Rohe with developing their new Karapū, Rohe, Hapū, Iwi, Kura relationships.
- identify and develop new partnerships and relationships.
- identify new sponsorship and commercial opportunities.
- strengthen existing partnerships and relationships.

Ngā rautaki whakaarotau *Strategic Priorities*



Whakaū

To establish new and consolidate current programmes and events, we will:

- develop and implement a National Coaching Development Plan.
- develop Player Pathway
- develop and lead National Tournaments.
- support Wāhi Rohe Tournaments.



Whakapapa

To strengthen identity, we will:

- embed Te Reo, Tikanga, Ūara in all that we do.
- develop a Te Reo implementation plan for Players, Whānau, Coaches, Officials.
- develop a Cultural Capability Workshop for Players, Whānau, Coaches, Officials.
- strength relationships with mana whenua.



Whakanuia

To celebrate we will:

- develop a Marketing and Communications Plan
- celebrate the achievements of our membership on social media and online platforms.
- develop a membership pānui.
- develop an Event Calendar.
- organize an annual Whakanuia a Tau, Hui a Tau.



The men's & women's haka encapsulates our
hīkoi and what MFA stands by.
The wāhine haka was composed by Katarena
Potae and Iwi Matthews.



Alexa Harvey
Ngāti Kahungunu

E Papaki tītaha
Hikohiko te uira
Papa te whatitiri
He kanapu ki te rangi
Te whetū ki raro rā
Rū ana te whenua e

Be prepared, hands start clapping
The flash of lightning
The crash of thunder
Lightning flashes in the heavens
The star beneath
The earth is rumbling

Ko ngā whanapoikiri Punga Wāhine
Kua tau nei e!
Nō hea tō mana?
Nō tua whakarere
I a ha ha!

We are the Māori female footballers
Here before you!
From whence your integrity
From ancient times
Yes indeed

Tikanga Māori, Hi
Manaaki tangata, Hi
A Kaitiakitanga!

Caring for people
Whakapapa, Genealogy
Guardianship

Hara mai nei te ihi
Hara mai nei te wehi
Kia mau ki te hoe
Kia mau, kia ita, kia mataara

Come with power
Come with awe
Holdfast to your paddle
Hold it, Hold firmly, Be alert

Turuki turuki
Paneke paneke
Turuki turuki
Paneke paneke
Haramai te toki
Haumi e, hui e
Tāiki e Hi!

Support & reinforce
Move forward
Support & reinforce
Move forward
Let us come together
Be ready to progress
Reinforce our unity.

The men's haka composed was by Rob Hita.



Emmett Connolly
Ngati Porou/ Te Whanau a Apanui

Ko wai mātou
Ko wai mātou
Ko wai mātou
Tūturu whakamaua kia tina! Tina!
Haumi e hui e! Tāiki e!

Kia hiwa rā
Kia hiwa rā
Kia hiwa rā
Kia hiwa rā ki tēnei tuku
Kia hiwa rā
Kia hiwa rā
Kia hiwa rā
Kia hiwa rā ki tēnā tuku
Kia tū, Kia oho, Kia mataara

Karanga kei waho
kei waho
Tama tū Tama ora
Tama moe Tama mate
Tama tū Tama ora
Tama moe Tama mate

Tama tū Tama ora
Tama moe Tama mate
Tama tū Tama ora
Tama moe Tama mate
I a ha ha

Whakarongo koutou e whakatūpato koe
Tēnei mātou ngā uri rangatira
E takahia nei i runga i te whenua
Ko Papatūānuku
Kia kaha tonu atu
Kia Kōtahi rā
E tū tonu
Ake Ake Ake
Tonu atu e Hi!

Who are we
Who are we
Who are we
Let us come together,
Be ready to progress and reinforce our unity.

Be alert
Be alert
Be alert
Be alert at this side
Be watchful
Be watchful
Be watchful
Be watchful at that side
Stand, rise-up and be vigilant

Calling outward
Outward
He who stands, lives
He who sleeps, perishes
He who stands, lives
He who sleeps, perishes

He who stands, lives
He who sleeps, perishes
He who stands, lives
He who sleeps, perishes
Indeed!

Listen and be warned
This is us, the descendants of chiefs
Stamping on the ground
Of Mother Earth
Being strong
Being as one
Taking position
Forever, forever and ever
And infinity, end!

Ngā kupu whakamutunga Final Words

Māori Football Aotearoa understands it still has a long way to go. However, for now we celebrate our achievements, reflect on our amazing journey and honor the connections along the way.

MFA has achieved all that it has with dedicated whānau that has surrounded the kaupapa with unconditional love and support, ngā mihi aroha ki a koutou.

Hēoi anō, ko te mea nui, ko te oranga o te whānau. Seeing our tamariki, rangatahi grow and re-connect to their identity and culture through Football has been our 'soul food'.

Like our tīpuna that navigated their way to Aotearoa, collectively Māori Football Aotearoa knows:

- its **Moemoea**, where we are heading to;
- Its **Kaupapa**, what inspires us;
- Its **Mātāpono**, what we believe in;
- Its **Ūara** what guides us;
- Its **Rautaki Whakatau** what our priorities are.

The grass seeds laid down have created the playing field upon which we stand today. We are excited and we are ready for the next stage and evolution of Māori Football Aotearoa.

Tū te ihi, Tū te wehi, Tū te wana, Kia hoake tātou!



Ngā Whakamihi Acknowledgments

Māori Football Aotearoa wishes to acknowledge the services of Manako Ltd, Neavin Broughton and Whāriki Ltd, Moana-Lee Raihania. Neavin developed and facilitated the tikanga that enabled us to get to our destination. With his extensive knowledge of Te Ao Māori, attention to detail and his witty humour, Neavin's ability to connect us all through whakapapa and kaupapa, transcended our experience through this process.

Tēnei te mihi maiohā ki a koe e te Rangatira.

Our journey with Moana-Lee started 5 years ago in her capacity as Toihautū at Sport NZ Ihi Aotearoa and to now as an independent consultant. Ahakoa ngā piki me ngā heke, Moana-Lee has guided us through the challenges and opportunities we have faced. She managed to take all our history and aspirations and put together a Strategic Plan that is pono and tika, uplifting and inspiring, and reflective of our dreams and aspirations. We will forever be grateful to her, thank-you for your guidance, your wisdom and your aroha.

Tēnei te mihi aroha ki a koe e te Māreikura.



**MĀORI
FOOTBALL
AOTEAROA**



**MĀORI
FOOTBALL
AOTEAROA**



**MĀORI
FOOTBALL
AOTEAROA**



Turuki Turuki Paneke Paneke
Turuki Turuki Paneke Paneke
Hara mai te toki
Haumi e Hui e Taiki e!

