



Turuki Turuki Paneke Paneke

Strategic Plan 2023-2028

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He mihi

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!

Foreword

Māori Football Aotearoa was established in response to the absence of Māori self-determination within football. It emerged from a belief that Māori should be able to participate, compete and succeed in football as Māori; connected to culture, language, whakapapa and whānau.

Māori Football Aotearoa acknowledges our tūpuna who laid the foundations upon which we stand, and those who have passed. We honour their legacy and carry their aspirations forward.

We acknowledge the whānau, players, volunteers, supporters and partners who have sustained this kaupapa over time. Through collective commitment, generosity and belief, Māori Football Aotearoa continues to grow.

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.

Ā mātou Tū



"Creating a Football environment connecting to te ao Māori"

"Māori Football is an intergenerational organisation"

Our **Vision** for Māori Football Aotearoa

Whānau and players thriving in football as Māori, reaching their full potential.

Our **Mission** for Māori Football Aotearoa

To embed our Māori culture within football, unlocking potential and igniting passion that inspires our Rangatahi to be:

- confident with a strong sense of identity, self-worth, and belief
- guided by cultural values
- innovative, resourceful, and prosperous
- connected to te ao Māori, to whānau, hapū, and iwi
- emerging as future leaders

Our **Aim** for Māori Football Aotearoa

To support the growth of Māori and communities through football by:

- Providing inclusive opportunities for participation and development
- Actively engaging and empowering Māori communities
- Leading with strong governance, advocacy, and cultural stewardship
- Acting as kaitiaki of tikanga Māori within football
- Delivering initiatives that uplift rangatahi and strengthen community wellbeing



MĀORI
FOOTBALL
AOTEAROA

Ā mātou Tū



*"We live and breathe
our cultural values"*

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

Ngā Ūara



Our values shape the culture of Māori Football and our relationships with players and whānau. They guide us to make decisions with integrity and transparency, ensuring we remain grounded in our kaupapa and deliver outcomes that uplift our players and whānau.

Kia pono ki te kaupapa.

Being authentic and honest in all that you do.

Kia tika te mahi.

Being courageous and doing the right thing.

Me aroha ki te tangata.

Respecting and being kind to others.

Kia whakamana ki ngā tangata.

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

Our beliefs that guide our behaviours and attitudes

Kaitiakitanga

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

We uphold the importance of connection to whānau, hapū, iwi, and the wider Māori community through football. Grounded in our culture, whakapapa and shared experiences, we work collectively to strengthen relationships and foster a strong sense of belonging.

Kotahitanga

Guided by Te Tiriti o Waitangi, we honour the partnership between tangata whenua and tangata Tiriti. Through football as Māori, we create pathways for unity, by bringing together whānau, hapū, and iwi, and strengthening connection while upholding the mana and intent of Te Tiriti.

Manaakitanga

We embody manaakitanga through aroha, generosity, and respect, caring for our people and those who enter our spaces. We ensure all are welcomed, valued, and uplifted, regardless of their background. Our manaakitanga is unconditional, reflecting our commitment to the mana, wellbeing, and dignity of others.

Ngā Rautaki Whakaarotau



Whakapakari

Establish and strengthen organisational infrastructure



Whanaungatanga

Develop new relationships and enhance current partnerships



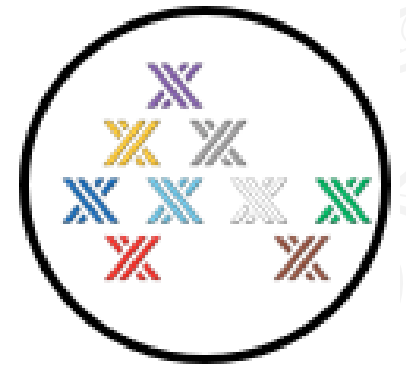
Whakaū

Establish and consolidate programmes and events



Whakapapa

Strengthen identity



Whakanuia

Celebrate and communicate

Ngā rautaki whakaarotau

Whakapakari

To establish and strengthen our organization's 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.

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.

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.

Whanaungatanga

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

- Support and empower Wāhi Rohe with developing their new Karapū, Rohe, Hapū, Iwi, and Kura relationships.
- Identify and develop new partnerships and relationships.
- Identity new sponsorship and commercial opportunities.
- Strengthen existing partnerships and relationships.

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 and Officials.
- Develop a Cultural Capability Workshop for Players, Whānau, Coaches, Officials.
- Strength relationships with mana whenua.

Ngā kupu whakamutunga

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 orange 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.



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



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