**STRATEGIC PLAN 2018 – 2021**
**WHAIORANGA TRUST**

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**Moemoeā:**
**He oranga ai nga Whanau tu kaha ai te Iwi**

**Vision:**
**Healthy families, strong communities**

## Mission

To be the 'provider of choice' in BOP

## Purpose

**Mauri Mahi Mauri Mana Mauri Ora Mauri Tangata**

To provide quality services of support and empowerment in the pursuit of wellness.

**VALUES**

**Rangatiratanga:**
To take ownership of our destiny.

**Tu Tika Tu Pono Tu Aroha:**
To commit to excellence, honesty and love

**Kaitiakitanga:**
To protect, support, serve and advance our community.

**Whanaungatanga:**
To value all relationships.

**Manaakitanga:**
To respect, care and empower all identities in our community.

**Matauranga:**
Inclusion of Maori knowledge and practice.

**Taha Hinengaro**
**Taha Tinana**

**Taha Whanau**
**Taha Wairua**

### STRATEGIC GOAL 1

**Expand existing services & explore new opportunities**

- **Explore new funding opportunities e.g. 3rd party / sponsors**
- **Investigate emergency housing support**

### STRATEGIC GOAL 2

**Professional, high-quality standards & future sustainability**

- **Own nurse**
- **Staff are passionate, qualified and culturally sensitive**

### STRATEGIC GOAL 3

**Strong relationships & accessible to all in our communities**

- **Business Case for Papamoa East office**
- **Develop Plan to engage with key influencers – funders, iwi, community**

### STRATEGIC GOAL 4

**Greater awareness, visibility and understanding of our Trust**

- **Develop Communications Strategy**
- **Better positioning of Trust for general population (non-Maori communities)**

**KEY OBJECTIVES**

Note: The bolded bullets in the objectives boxes (pink coloured) are the priority ones