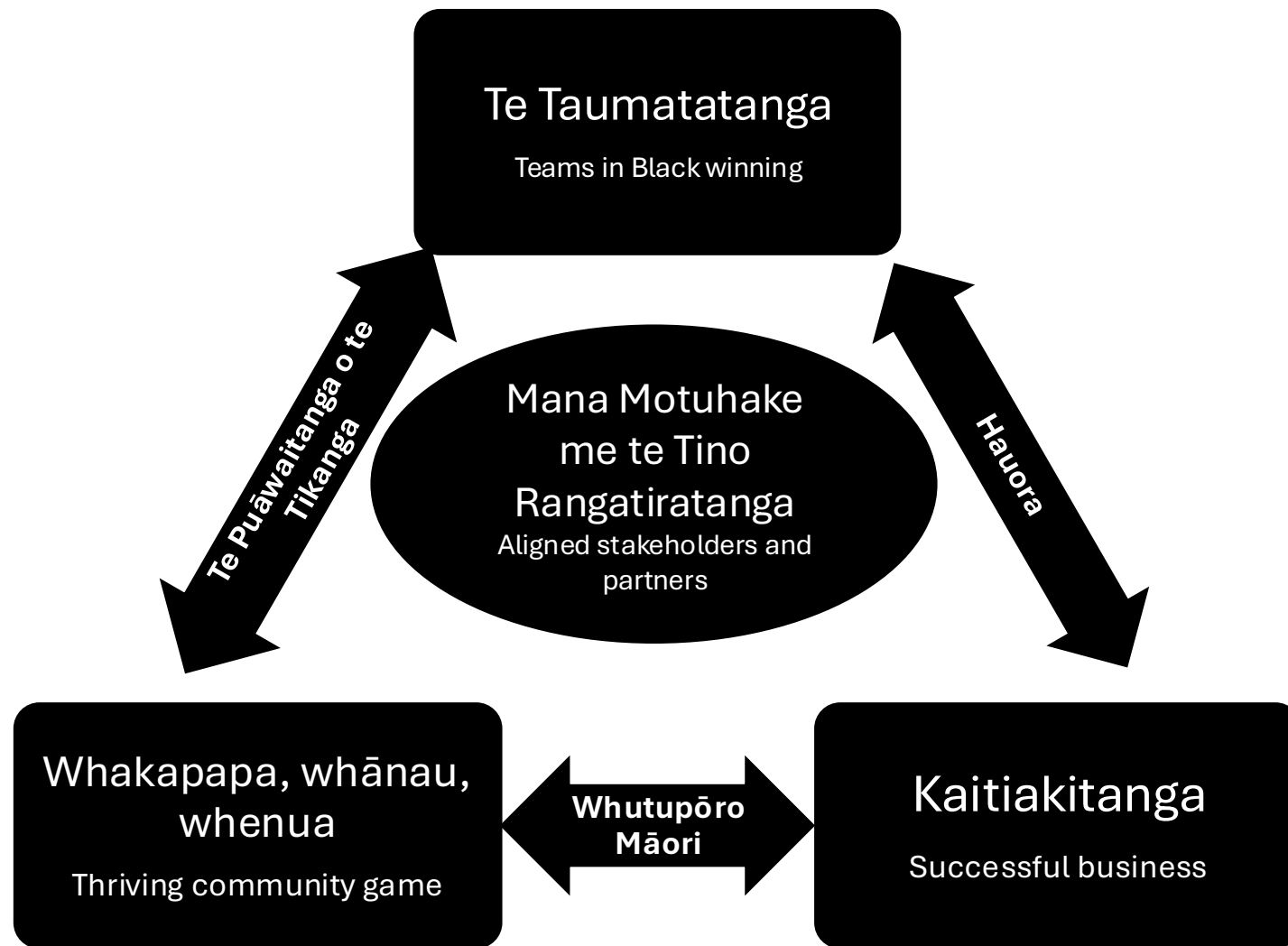


New Zealand Māori Rugby Board Strategy



- Whakaaro Māori (Māori thinking) to underpin and guide our strategy.
- Metaphor of the ponga.
- Whakapapa to Rehua. Multiple iwi variations of whakapapa and linkages to atua.
- Importance of the ponga and imagery relevant for rugby.
- National symbolism and link to Māori rugby.
- Endemic to Aotearoa and relatable for everyone in rugby.
- New growth and regeneration.
- Linking this specifically to the whakataukī “Mate atu he tētēkura, ara ake he tētēkura” or more commonly known as “Mate atu he tētēkura, ara mai he tētēkura”



Kaupapa: Ara ake he tētē kura
Purpose: Infinite potential of Māori rugby

Uara: Kotahitanga
Value: Unity

Mana Motuhake me te Tino Rangatiratanga

Aligned stakeholders and partners

By 2030, what success will look like for the New Zealand Māori Rugby Board?

- The New Zealand Māori Rugby Board acting as the national custodians of tikanga in rugby and whutupōro Māori.
- Te Tiriti o Waitangi will be business as usual in rugby.
- A coordinated Māori rugby system with a successful operational model.
- A thriving mana to mana, rangatira to rangatira relationship with NZR.
- We will have strong partnerships with other Indigenous nations, and all nations who play rugby.

What the New Zealand Māori Rugby Board will focus on:

- Excellent governance of the New Zealand Māori Rugby Board.
- He kanoahi kitea with our Māori rugby whānau.
- National Māori partnerships.
- Mana enhancing relationship with NZR with a signed Mana Ōrite agreement.
- Growing relationships with Indigenous nations, and global rugby playing nations.

Te Taumatatanga He toa rangatahi He toa rangatira

Teams in Black winning

By 2030, what success will look like for the New Zealand Māori Rugby Board:

- Māori All Blacks are the no 1 Indigenous men's sports team at home and in the world with increased schedules playing Māori rugby DNA.
- A clear pathway of excellence for wāhine Māori is created.
- Te Puāwaitanga o te tikanga, hauora and whutupōro Māori are normalised in Teams in Black and the high performance system for Māori to thrive as Māori and to benefit all in the high performance system.
- Coordinated approach to working with NZR, NZRPA, Super Clubs and PUs to support Māori professional player success and the pathways.
- National Māori youth pathways in all forms of the game are created and celebrated for Māori to thrive as Māori.
- Successful pathways for Māori coaches, and staff in high performance pathways.

What the New Zealand Māori Rugby Board will focus on:

- Enhancing the mana of the Māori All Blacks through advocacy and ensuring NZR has a clear strategy for the Māori All Blacks.
- Leading the creation of a clear pathway for wāhine Māori through partnering with NZR.
- Integration of tikanga, hauora and the importance of Māori rugby through Teams in Black and high performance systems.
- Effective relationships with NZR, NZRPA, Super Clubs and PUs.
- Effective pathways for rangatahi Māori.
- Ensuring there are performance pathways for Māori coaches and staff.

Whakapapa, whānau, whenua

Thriving community game

By 2030, what success will look like for the New Zealand Māori Rugby Board?

- Thriving rangatahi and rangatira rugby competitions playing for taonga.
- Successful operational model for Māori rugby boards and committees to enhance their mana motuhake and tino rangatiratanga.
- Māori rugby coach, refereeing, administration and volunteer development pathways.
- Clear, strong governance infrastructure with succession plans.
- Positive relationships between Māori rugby boards and committees and provincial union rugby in the co-delivery of Māori rugby.
- Refreshed E Tū Toa Programme that is aligned to Māori rugby sub-unions.
- Te Puāwaitanga o te tikanga: realising the importance of our tikanga, and our kaumātua and kuia of Māori rugby.
- Hauora: Māori rugby is a vehicle where hauora is enhanced.
- Whutupōro Māori: the opportunities to play Māori rugby are increased.

What the New Zealand Māori Rugby Board will focus on:

- National focus on the operating model.
- Listening to and to whakamana Māori rugby aspirations on the ground.
- Bringing everyone up and on the kaupapa.

Kaitiakitanga

Successful, profitable and growing business

By 2030, what success will look like for the NZMRB?

- A business that generates revenue to support the Board to implement a strategy that supports rangatahi and grows Māori rugby.
- Investing ourselves into the game.
- A commercial and operational model that works.
- Invest SI interest to kick start revenue model.
- Set up co-investor partnerships / and national funder relationships.
- Dedicated Manahautū Head of Māori Rugby including to ensure the integrity of Māori branding and IP
- In partnership with Commercial, the Manahautū supports the development of commercial revenue opportunities which invest into growth of global and Indigenous markets.
- Support regional Māori rugby boards and committees for operational support to develop and make the funding model work and realise actual benefits in Māori rugby communities.
- Māori rugby strategy embedded in the 26 Provincial Unions to deliver better Māori rugby outcomes.
- Te Puāwaitanga o te tikanga, hauora and whutupōro Māori are normalised in the business and commercial opportunities.

What the New Zealand Māori Rugby Board will focus on:

- Oversight of a successful Manahautū Māori role and development of an office.
- New funding and revenue streams.
- Successful operating model for Māori rugby.

Te Puāwaitanga o te Tikanga, Hauora me te Whutupōro Māori

Flourishing te ao Māori, overall health and wellbeing and Māori rugby

By 2030, what success will look like for the NZMRB?

- Te Puāwaitanga o te tikanga: Tikanga is flourishing in all strategic pou at home and on the world stage.
- Hauora: Hauora is flourishing in all strategic pou at home and on the world stage.
- Whutupōro Māori: Māori rugby is flourishing in all strategic pou at home and on the world stage.

What the New Zealand Māori Rugby Board will focus on:

- Creation of simple, clear frameworks to monitor the success of Te Puāwaitanga o te tikanga, hauora and whutupōro Māori across all strategic pou.
- Creation of operational success to implement Te Puāwaitanga o te tikanga, hauora and whutupōro Māori across all strategic pou.
- Creation of Te Kāhui Amorangi (Kaumātua Tikanga Advisory Rōpū or equivalent).