

Te Aho Tāmaka

# Three Year Strategy Summary

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## Te Aho Tāmaka Manawatū Leaders programme

Manawatū is a region rich in creativity, innovation and talented people who are making their mark on the world.

Te Aho Tāmaka Manawatū Leaders programme celebrates Manawatū's greatest achievers. The programme is the first of its kind in New Zealand and recognises a diverse and highly accomplished group of leaders who are making a difference in New Zealand and globally.

Manawatū has shaped part of our leaders journeys, they are proud of their Manawatū connection and want to 'give back' to the region.

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## Why is Te Aho Tāmaka important?

Te Aho Tāmaka is building a network of outstanding leaders and ambassadors who foster pride in our region, help to raise the region's profile, nationally and internationally, and will connect with, develop and grow our future leaders.

Te Aho Tāmaka leaders are experts in their fields and industries, they will provide leadership through events, initiatives, and investing in the region, ultimately supporting CEDA to build a stronger and more prosperous future for Manawatū.

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## A Te Aho Tāmaka Leader

- has a proud association with the region and a positive, powerful story to tell;
- was born, and/or educated in the region or lived here for ten or more years;
- has expertise in their chosen field and has achieved a high level of success nationally and globally;
- has made a strong contribution to their industry and communities in New Zealand and worldwide; and
- has a desire to help Manawatū grow and is able and willing to use their expertise and resources to do this.

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## Our Vision:

Te Aho Tāmaka is a highly acclaimed and recognised programme that leaders are proud to be part of, contributing to CEDA's vision:

**Manawatū 2025; New Zealand's most progressive region.**

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## Our Goals:

Te Aho Tāmaka is a programme that leaders are honoured to be part of

Te Aho Tāmaka gains a national and global profile

Te Aho Tāmaka leaders inspire future leaders and attract talent to Manawatū

Te Aho Tāmaka leaders recognise Manawatū as an attractive and viable region and want to invest in the region

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For a full copy of the strategy contact [communications@ceda.nz](mailto:communications@ceda.nz)



The visual meaning of Te Aho Tāmaka is a round cord plaited with four or more strands, the symbolic meaning is represented by four pillars;

**Whakapapa.** Connection to the region and the people. Creating a history and future of knowledge, expertise and learning.

**Whakanui.** Celebrate both individual and collective success.

**Whakamana.** To empower, enable or endorse.

**Whakaawe.** Influence for growth development innovation and direction forward.

# Five Pillars of the Te Aho Tāmaka Strategy

Relationships	Stories	Leadership	Benefits	Collaboration
<p>Build strong relationships with current leaders and reconnect them with Manawatū, in order to link them to meaningful and mutually beneficial opportunities.</p> <p>Attract highly accomplished diverse new leaders to the programme and develop strong relationships.</p> <p>Leaders are proud to be part of the programme and are advocates for Te Aho Tāmaka and the region.</p>	<p>Showcase Manawatū through sharing the stories of our leaders across key sectors, inspiring future leaders and attracting new talent and investment to the region.</p> <p>Inspire talent to make Manawatū a significant part of their journey.</p>	<p>Develop or pursue authentic and worthwhile opportunities for leaders to 'give back' to their regions through events, engagements and investment opportunities that are meaningful to them.</p> <ul style="list-style-type: none"> <li>• undertake events &amp; engagements.</li> <li>• involve leaders in strategic projects across the region.</li> <li>• support leaders in procuring seats on local boards and undertaking other governance work.</li> </ul>	<p>Work with leaders to pursue opportunities that are mutually beneficial; provide networking opportunities between leaders, and through connecting them to key partners in the region.</p> <p>Understand the personal benefits to leaders, derived from;</p> <ul style="list-style-type: none"> <li>• 'giving back'</li> <li>• philanthropy</li> <li>• passing on their passion</li> </ul> <p>Assist in raising the profile of leaders to the benefit of the region, the leader and the causes the leader supports.</p> <p>Provide inward investment opportunities that mutually benefit the region and the leader, opportunities that 'speak to the heart' of our leaders.</p>	<p>Collaborate with stakeholders, Māori, business and community to inspire and promote Manawatū through Te Aho Tāmaka.</p> <p>Utilise our leaders constructively through their;</p> <ul style="list-style-type: none"> <li>• public profile</li> <li>• networks and connections</li> <li>• business connections</li> <li>• awards and accolades</li> </ul> <p>Collaborate with regional and national organisations and communities.</p> <p>Attract programme partners/sponsors.</p>

**Hutia te rito o te harakeke. Kei hea te komako, e ko?**  
**Ki mai ki ahau, he aha te mea nui o te ao?**  
**Maku e ki atu He tangata, he tangata, he tangata**

**Pluck the heart from the flax bush - where will the bellbird be?**  
**Ask me, what is the most important thing in the world?**  
**I will reply, it is people, it is people, it is people**