

Western health models focus on isolation and individual health plans. Koiora takes a much wider view because the shared vision is based on healthy and thriving communities populated by healthy and thriving people who are culturally strong.

You told us that hauora is all encompassing and intergenerational because it reaches beyond the individual and into the whaanau, whakapapa and through the generations. We know that hauora can only be achieved when we factor in; physical, spiritual, environmental, heritage, community and our unique cultural elements.

And so the the Koiora strategy has been framed specifically to the maatauranga and tikanga of Waikato-Tainui.

## The Koiora Design

In Te Maimai Aroha, Kiingi Taawhiao laments for the natural taonga of his homeland. He refers to his river of life – tooku awa koiora, a life source for all things.

*Hoki ake nei au ki tooku awa koiora me ngoona pikonga. He kura tangihia o te maataamuri*

The river of life, each curve more beautiful than the last:

Te Koopu is the spiral design at the centre of the Koiora diagram. This comes from Te Paki o Matariki the coat of arms of the Kiingitanga. Te Koopu spiral is symbolic of the life journey of people, it begins with mate (death), then through the stages of life from pepi, to tamaiti, rangatahi, pakeke and kaumaatua, before the circle of life repeats itself from mate.

The spiral demonstrates the co-existence and interconnectedness of all elements of the strategy. It also represents a connection to the all other strategies and work plans of Waikato Tainui.

## Ngaa Tikanga

All that we do is underpinned by the unifying principles of the Kiingitanga

Whakaiti – Humility, Whakapono – Trust and Faith, Aroha – Love and Respect, Rangimaarie – Peace and Calm, Manaakitanga – Caring, Kotahitanga – Unity, Mahitahi – Collaboration

## Whakatupuranga 2050

This represents the blueprint for the cultural, social and economic advancement of Waikato-Tainui. It is a long-term development approach to building the capacity of Waikato-Tainui Marae, hapuu, and Iwi. Whakatupuranga 2050 is our legacy for those who come after us.

One of the pillars of Whakatupuranga 2050 is Tribal Social Economic Social Wellbeing which requires an advancement of the social development of our people. The goal that has been set out from Whakatupuranga 2050 is as follows:

**100% of iwi members achieve their whaanau plan goals and have access to healthcare, live a healthy lifestyle and live as long as the average New Zealander.**

*Ko te wehi ki te atua te tiimatanga o te  
whakaaro nui Whakahoonore a Kiingi  
Tuheitia Pootatau Tē Wherohero te Tuawhitu  
e noho ana i te ahurewa tapu.  
Paimaarire*

*Kei ngaa mate taaruru nui o runga i ngaa  
marae maha puta noa i too taatou waka a  
Tainui Haere, haere, haere atu raa.*

*Kei ngaa kanohi ora o raatou maa, ngaa  
waihohanga mai o raatou maa  
Teena koutou katoa.*

## Kupu Whakataki

Health and Well-being is a significant priority for Waikato-Tainui which is why we have developed our own strategy based on feedback from our people.

We captured the thoughts and feedback from more than 1200 Waikato-Tainui people and developed Koiora. The strategy therefore is framed around Waikato-Tainui kaupapa.

Koiora is a holistic based model that develops and captures all dimensions of health and wellbeing both physically and mentally. The strategy is able to adapt to the changing landscape and environment within the health and wellbeing sector.

Koiora sets out pathways so that whaanau, hapuu and Marae can identify and work towards achieving their hauora aspirations. An emphasis is placed on whaanau, hapuu and Marae driving their own wellbeing plans, initiatives and encouraging innovation.

We will support our whaanau to achieve their hauora aspirations by connecting whaanau to the tools and opportunities that they need. This means visible connections and collective resourcing, all focussed on our people.

Western health models focus on isolation and individual health plans. Koiora takes a much wider view. We have a shared vision that is based on healthy and thriving communities populated by healthy and thriving people who are culturally strong.

Together we can create our own model of care and design our own system to support our people. We are innovative just as our tupuna were and we can lead the achievements of our hauora aspirations in our own way.

## Acknowledgements

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Kaa nui te mihi maioha kii ngaa kaitautoko katoa

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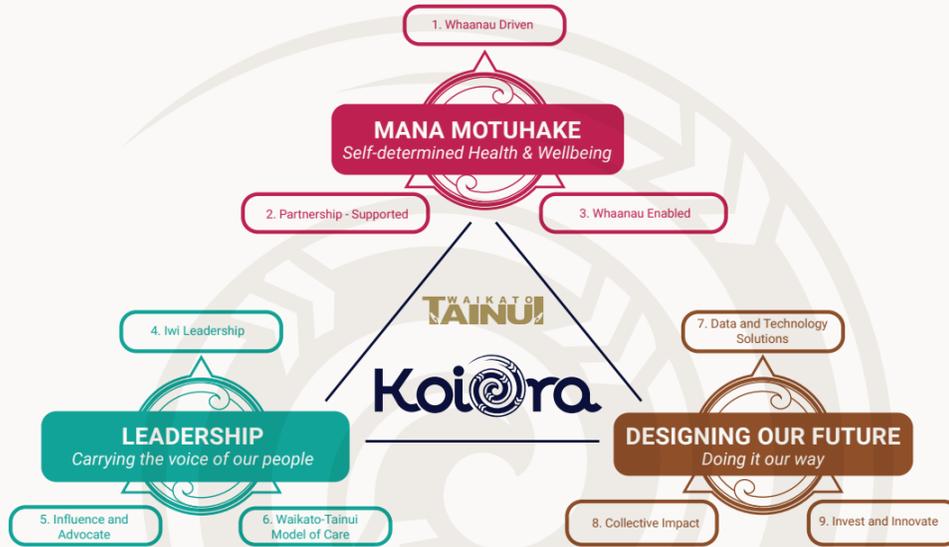
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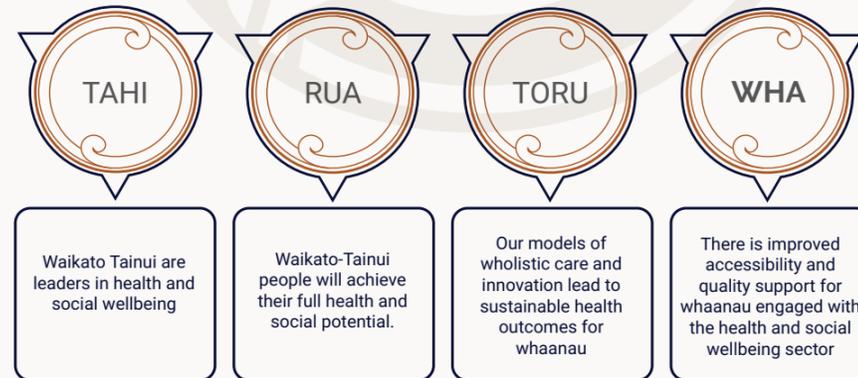
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# Koiora Model



## NGAA WHAINGA MAATUA (Outcomes)



## How the Koiora Strategy Works

What does Hauora look and feel like for our Whaanau, Marae, Hapuu and Iwi? It is from their koorero this strategy was framed to ensure that it would be unique to Waikato-Tainui and relevant to our people.

### Ngaa Whainga Maatua Outcomes we expect achieve

After collating and analysing the data, three key strategic priorities were identified:

- Waikato-Tainui people will achieve their full health and wellbeing potential
- Waikato-Tainui people are leaders in health and wellbeing
- Our models of holistic care and innovation will lead to sustainable health and wellbeing outcomes for whaanau
- There is improved accessibility and quality support for whaanau engaged with the health and social wellbeing sector.

Ngaa Whainga Maatua are the outcomes we expect to achieve from the Koiora Strategy. To achieve those outcomes, we have identified 3 areas to focus on Pou. For each Pou there are strategic goals that will be accompanied by actions to achieve the Koiora outcomes of our Waikato Tainui whaanau.

### Ngaa Pou Focus Areas

To achieve the Whainga Maatua, we'll focus on these 3 areas:

- Mana Motuhake Self determined Health and Wellbeing
- Leadership Carrying the voice of the people
- Designing our future Doing it our way

### Ngaa Whakaraakei Strategic goals

For each of these pou, there is a set of strategic goals these are explained in more detail on the next pages.



## Pou tuatahi: Mana Motuhake Self-Determined Health and Wellbeing

### Ngaa Whainga Maatua

- **1. Whaanau Driven Health and Wellbeing**  
Taking initiative and responsibility is important to Waikato Tainui whaanau, therefore whaanau will become the drivers and owners of their own health and wellbeing. They will lead and self-determine the pathway to achieving their Koiora aspirations.
- **2. Partnership Supported**  
We will seek partnerships with providers, agencies, and organisations who will support whaanau to own and drive their health and wellbeing goals and aspirations.
- **3. Whaanau-Enabled**  
To support whaanau in their quest for better health and wellbeing we will target resources, training and opportunities to strengthen the skills, capability and capacity needs identified by whaanau.

## Pou tuarua: Leadership Carrying the voice of our people

### Ngaa whakaraakei

- **4. Iwi Leadership**  
We will exercise our status as a treaty partner and establish a Social Sector Accord with the Crown. The Accord will obligate the crown to commit to resourcing, supporting and fulfilling the outcomes of the Koiora strategy.
- **5. Influence and Advocate**  
We will influence at governance, policy, sector, and provider levels to achieve the changes that must happen for the benefit of Waikato-Tainui whaanau. We will advocate for systems, programmes and processes that are culturally safe, accessible and easy for whaanau to navigate.
- **6. Waikato-Tainui Model of Care**  
The Koiora model of care has the whaanau, marae and hapuu as the architects of their own wellness. Koiora was created to give our people full autonomy to interface with a healthcare system that has been uniquely tailored for and by our people to vastly improve their hauora aspirations.

## Pou Tuatoru: Designing our Future Doing it our way

### Ngaa Whainga Maatua

- **7. Data and Technology Solutions**  
Current data shows there are massive inequities in health for Maaori. Through data, research and lived experiences, we will develop solutions to address and eliminate the reported disparities and inequities of our people. To make this happen we will:
  - define our own wellbeing indicators based on our own research
  - develop our Waikato-Tainui hauora profile
  - construct our own repository of data, research and technology
  - co-design solutions alongside whaanau monitor the health and wellbeing system and hold to account any barriers in our way.
- **8. Collective Impact**  
Kiingi Taawhiao knew that friends would come from the ends of the earth (ngaa toopito o te ao) to share their knowledge with us. We are committed to seeking the maaturanga of other organisations, agencies, iwi, indigenous cultures and innovators, so we can collaborate on our journeys to hauora. And we will leverage funding opportunities to deliver best benefits for our people.
- **9. Invest and Innovate**  
Whaanau shared many innovative ideas to improve the health and wellbeing of our people. Therefore, we aim to target investment that provides space and opportunities for whaanau to test, trial and actualise their innovations. We will actively nurture and celebrate opportunities to innovate.

## Now what?

The strategy guides the thinking and the direction for Koiora. Our next step is to build a plan or road map of HOW to bring this strategy into reality. Moving forward, we will continue to work with our people to ensure their voice is at the heart of this strategy.

In the meantime, if you'd like to respond to this strategy, contribute to the next steps, partner with us, or seek support for innovation, we want to hear from you!

Email us at [koiora@tainui.co.nz](mailto:koiora@tainui.co.nz) or phone 0800 Tainui.