



NATI 2050

He Wiwi, He Nati, He Whanoke

Te Runanganui o Ngati Porou
Strategy 2025–2050

Strategic Framework



| INTRODUCTION

Nati 2050: He Wiwi, He Nati, He Whanoke is our strategic framework that forms the blueprint for the next 25 years of our cultural, social and economic advancement. It is driven by a focus of building the capacity and capability of our whanau, hapu, marae and iwi.

Our Statement of Intent outlines a 25-year view of where Ngati Porou aspires to be, while also looking out across the next 5-year horizon. These broader perspectives help to guide our annual planning and keep us on track to reach our goals.

Over recent years, there have been many challenges in our rohe, and changes for our iwi. It is now an opportune time to reset and plan for the future. Our strategy will need to be a live and evolving document that adapts as the world changes. As we work through this process in more detail over the year ahead, we will be looking to our whanau, hapu, marae and iwi to engage and participate in further developing the dreams and aspirations for nga uri o Ngati Porou.

Nati 2050: He Wiwi, He Nati, He Whanoke is fundamentally driven by our commitment to Mana motuhake o Ngati Porou mo nga uri whakatipu (Ngati Porou Self-determination for the future). *He Wiwi, He Nati, He Whanoke* draws its strength from the unique Ngati Porou identity, signifying us as an extra-ordinary, innovative and independent-minded people. It is a declaration that our greatest resource is our distinctive wit, our unique way, and our 'Wiwi Nati' resilience.

We invite you to share your aspirations for our mokopuna through to 2050. What future do you see for them?

Our kaupapa is clear: **Ngati Porou mo Ngati Porou - For** Ngati Porou, **By** Ngati Porou, **With** Ngati Porou. This means our people determine our own pathways, fully resourced and empowered to thrive. Together, we will become the most creative, adaptable, and resourceful iwi in the world.

*Te Wiwi Nati o Porourangi
He iwi Moke no Waiapu
No Whanga-o-Kena, no Hikurangi
He Wiwi he Nati he Whanoke.*

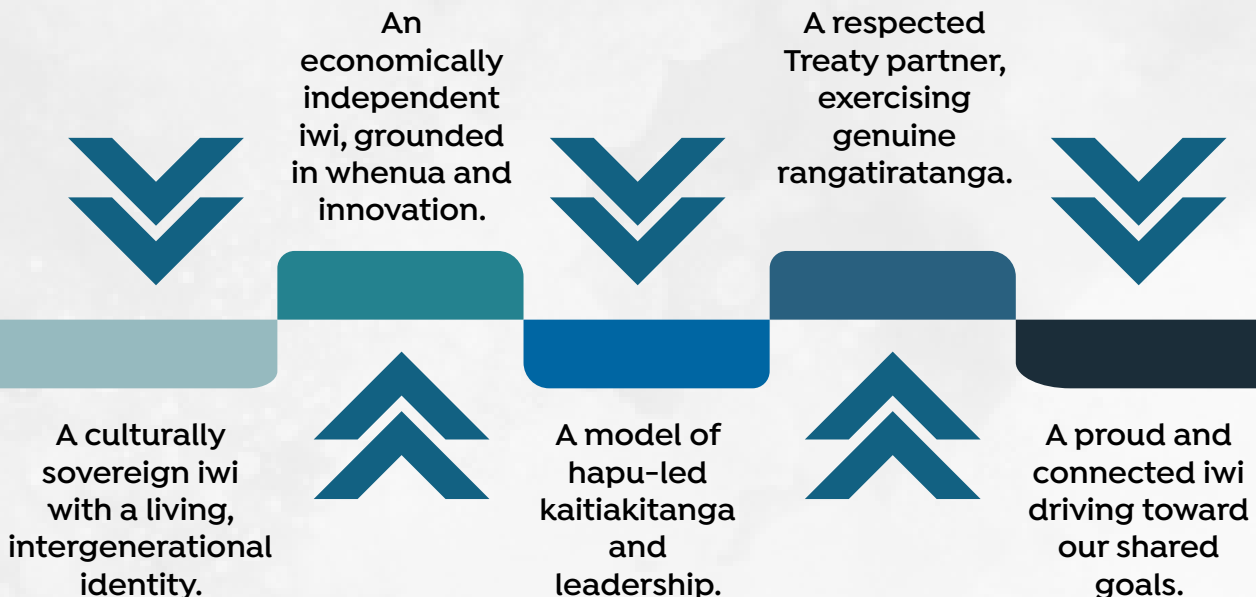
‘Te Wiwi Nati,’ na Ta Apirana Ngata.

Statement of intent (2025–2050)

Te Whakapumau i te Mana Motuhake o Ngati Porou mo nga Uri Whakatipu.

To sustain and strengthen the self-determination of Ngati Porou for future generations, Nati 2050 is our generational commitment to Ngati Porou prosperity - cultural, environmental, social, economic, and the spiritual well-being of our people. It builds on the foundation of the original Te Whare Maire framework, reimagined for a future where Ngati Porou stands strong across all spheres of life.

By 2050, Ngati Porou will be recognised nationally and globally as:



“Ko te whare maire ka tu ki roto i te pa-tuwatawata, he tohu no te rangatira.”

A carved ancestral house within a fortified pa is a sign of chieftainship.

Te Whare Maire represents the strength of Ngati Porou. It stands upon whakapapa, upheld by our pou, and shelters our collective aspirations under the roof of Te Mana Motuhake o Ngati Porou.



VISION

Mana motuhake o Ngati Porou mo nga uri whakatipu.

Ngati Porou Self-determination for the future.

MISSION

Mahi ngatahi kia tu pakari ai a Ngati Porou.

Working together so that Ngati Porou stands strong.

OUR STRATEGY

NATI 2050: He Wiwi, He Nati, He Whanoke

We utilise our pou of Te Whare Maire framework in developing the long-term vision for Ngati Porou 2050. The following Nati 2050 framework was designed with the intention of moving into the next key phase of engaging with our iwi. This is where we will continue to develop the aspirations of our people through a series of wider engagements, seeking to understand the dreams and aspirations of Ngati Porou and how we can all play a role and contribute to building our future.

This will be incorporated into our medium (5 year) and short-term strategic planning to ensure our direction will drive us to achieving these outcomes.

RANGATIRA

PURPOSE

To uphold Te Tiriti o Waitangi and lead nationally and globally as Ngati Porou.

2050 Outcomes

To have significant influence at regional, national, and governmental levels.

Recognised as a prominent iwi, respected for its considerable authority, mana, and influence, with a strong sense of pride in its leadership.

A high-performing Treaty partner - transparent, strategic, connected and accountable.

Treaty rights and settlements are protected, upheld, and strengthened in all government relationships.

KAITIAKI

PURPOSE

Support and enable marae and hapu driven leadership to restore and protect the wairua of our taiao, invest in economic and social development creating an environment and opportunities to provide a vibrant Ngati Porou rohe for those who remain and for all Nati to return to.

2050 Outcomes

All of Ngati Porou rohe under integrated iwi-hapu taiao management.

Te Runanganui o Ngati Porou will be in a strong position to support the Mana Motuhake of our hapu, marae and whanau.

Marae and Hapu to be equipped to drive outcomes and will be vibrant and self-sufficient.

WHAIRAWA

PURPOSE

To sustainably grow the intergenerational economic wellbeing of Ngati Porou, so our people may prosper. To balance the needs of today with those of tomorrow for an ever-growing iwi, via astute investment and efficient distributions to support the development goals and aspirations of the iwi.

2050 Outcomes

Ngati Porou is a leading and influential economic and investment iwi in terms of reputation, as a partner and financial capacity and capability.

We have grown and continue to grow to provide meaningful and impactful distributions to whanau, marae and hapu to drive outcomes for our iwi.

We have the diversity and sustainability of investments and assets to continue to support iwi objectives through all times.

We invest in and support economic activity in Ngati Porou that enhances the socio-economic environment in our rohe.

WHANAU

PURPOSE

Enabling Natis to fulfil their potential, to provide tools so our iwi members can make choices to benefit themselves, their whanau. Natis are happy, healthy and well informed. To empower Natis to be confident, capable, and connected wherever they live.

2050 Outcomes

Provision of a wide and targeted benefits programme meeting the needs and aspirations of our iwi members.

Supporting whanau into meaningful and sustainable career pathways and commercial enterprises.

Strong support frameworks for driving health and wellbeing outcomes.

Well established educational and workforce pathways.

MATAURANGA

PURPOSE

To revitalise and sustain te reo, tikanga, and matauranga Ngati Porou. Investing in our cultural infrastructure like our marae and those who look after them, supporting Natis to connect and reconnect to their whakapapa, marae, hapu and whenua, and supporting uniquely Ngati Porou ways of life.

2050 Outcomes

To have the systems in place to enable all Natis, wherever they may be, to know their whakapapa and connect with and contribute to their marae, hapu and iwi.

Ngati Porou reo, tikanga and matauranga is widely utilised and easily accessed.

Digitally connected, and strong engagement from our iwi members.

Our marae are well resourced with strong capacity to maintain cultural practices and the physical infrastructure to care for our taonga into the future.



FIVE YEAR PLAN (2025-2030)

FOCUS	STRATEGIC OUTCOME	MILESTONE
Rangatira	Strategic, influential iwi, leading partnerships, managing risk, and upholding our aspirations.	Leading governance frameworks delivering strategic and influential direction and actions.
	Transparent, connected and accountable Treaty partner delivering under our settlement rights.	Well-established Toitu Tiriti programmes & engagement with Crown and Hapu.
	Protection and advocacy of our settlement.	Strategic resources to respond to threats and optimisation of our settlement instruments.
Kaitiaki	Enhanced capability of whanau to directly contribute to the sustainability of our taiao.	A cohort of iwi members trained and resourced to lead taiao initiatives.
	Build the structure and frameworks to enable mana motuhake of our hapu, marae and whanau.	Established frameworks and investment made in building toward self-sufficiency.
	Protect our environmental rights and interests for the benefit of our iwi, and work to drive iwi led policy and regulations.	Strategic resources to respond to threats and optimisation of our settlement instruments.
Whairawa	Grow asset base to support more iwi objectives via sustainable distributions.	Asset base to exceed \$400m.
	Leverage our partnerships to benefit funding opportunities for our iwi, hapu and marae.	Three major projects developed and in progress.
	Invest in innovation to create opportunities for our Iwi.	Investigate five and launch a minimum of two innovation projects.
Whanau	Grow our annual benefits provided to our Iwi.	Grow annual benefits from \$1m to \$5m.
	Support whanau into sustainable career pathways and commercial enterprises.	Well established educational, workforce and business development pathways.
	Strong support frameworks for driving health and wellbeing outcomes.	Optimised services and support programmes improving measurable outcomes.
Matauranga	Ngati Porou reo, tikanga and matauranga is widely utilised and easily accessed.	Established archives and reo resources, reo utilisation increase of 10%.
	Well-resourced marae with strong capacity to maintain the ahikaa for all.	Established programmes building this capacity and growing self-sufficiency.
	Natis are connected, engaged and embrace their Ngati Poroutanga, while also contributing to the growth of Ngati Porou.	Increase iwi registrations by 50,000, well developed engagements and programmes. connecting Natis to each other and whakapapa.



ANNUAL PLAN (JULY 2025 - JUNE 2026)

FOCUS	STRATEGIC OUTCOME	MILESTONE
Rangatira	Strategic, influential iwi, leading partnerships, managing risk, and upholding our aspirations.	Review and refresh of governance structures and policies & full review of deed.
	Transparent, connected and accountable Treaty partner delivering under our settlement rights.	Establish Toitu Tiriti programmes & engagement with Crown and Hapu.
	Protection and advocacy of our settlement.	Develop resources to respond to threats and optimisation of our settlement instruments.
Kaitiaki	Enhanced capability of whanau and hapu to directly contribute to the sustainability of our taiao.	Identify whanau and hapu cohort, and required resources to be built.
	Build the structure and frameworks to enable mana motuhake of our hapu, marae and whanau.	Establish readiness framework to start long term funding of marae and hapu.
	Protect our environmental rights and interests for the benefit of our iwi, and work to drive iwi led policy and regulations.	Engage all relevant parties to activate firmer utilisation of our Waiapu Accord, JMA, Mana Whakahono and assert our position on RMA.
Whairawa	Grow asset base to support more iwi objectives via sustainable distributions.	Grow Assets to \$320m.
	Leverage our partnerships to benefit funding opportunities for our iwi, hapu and marae.	One major project developed and in progress.
	Invest in innovation to create opportunities for our Iwi.	Investigate two innovation projects with intention to launch these.
Whanau	Grow our annual benefits provided to our Iwi.	Grow annual benefits from \$1m to \$2.5m.
	Support whanau into sustainable career pathways and commercial enterprises.	Establish educational, workforce and business development pathways.
	Strong support frameworks for driving health and wellbeing outcomes.	Optimised services and support programmes improving measurable outcomes.
Matauranga	Ngati Porou reo, tikanga and matauranga is widely utilised and easily accessed.	Refresh reo strategy, develop archive plan, target first accessible resource to all Natis.
	Well-resourced marae with strong capacity to maintain the ahikaa for all.	Review of current situation, build priorities through marae, hapu and whanau engagement.
	Natis are connected, engaged, embrace and contribute to the growth of Ngati Poroutanga.	Establish new registry and simplify process, targeted engagement plan for all Natis.

| IMPLEMENTATION

Annual Planning:

Update Annual One-Year plans, review prior year pou actions and achievement of success measures. Develop new Annual plans which are to be aligned to the 5 yearly plans and the Nati 2050 vision.

As we implement our strategy and deliver our action plans, we will operate in a way that is consistent with our values and demonstrates integrity and tiaki tangata, tiaki taiao.

Five-Year Planning:

Annual refresh of a rolling 5-year plan to ensure medium term goals provide a link between the longer-term vision and annual operational planning.

Accountability:

Board oversight and monitoring; whanau and hapu feedback loops.

This high-level strategic document sets the foundation for our group to develop more detailed strategic plans for the relevant function they have in our group. Progress will be reported on and monitored on a regular basis.







*Te Runanganui
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