

# 2 RUA

## HE PITO MATA TE AO MĀORI PROGRAMME

**He Pito Mata** is our Te Ao Māori programme, designed to embed a Māori worldview and uphold the principles of Te Tiriti o Waitangi. He Pito Mata is committed to strengthening understanding and capability of Te Ao Māori for all Red Cross people, so we can engage more effectively with Māori and deliver greater impact in our communities.





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|--------|-------------|
| māhuri | sapling     |
| rākau  | tree, stick |
| tōtara | mature tree |

# Why is this mahi important?

A review of our operating model and strategic direction in mid-2022 clearly identified the need to grow our people and our organisation to achieve a workforce that is confident and capable in te ao Māori.

To be effective we need to understand our existing capability to grow our people and improve our services, ensuring we can deliver better outcomes for the communities we serve.

In 2024 Rīpeka Whero Aotearoa undertook an external capability review with KPMG using the Te Puāwaitanga cultural capability model, which assesses and tracks organisational progress.

The review found that our overall capability is at Kākano and that our organisation has a clear desire for culture and capability change, as well as an appetite to do this mahi.

- **Kākano | seed** – a stage of innocence where an organisation has immature Māori engagement capability.
- **Pakiaka | roots** – a stage of awareness where there’s lots of potential for growth. There are foundations to support the organisation to engage with Māori.
- **Māhuri | sapling** – a stage of understanding. The foundations for success are established as the organisation has some engagement capability which can be used.
- **Rākau | tree** – a stage of competence. Foundations for success are established, most areas are consistently engaging with Māori, and there are established ways of doing this in place.
- **Tōtara | mature tree** – stage of excellence. All areas are engaging with Māori in the way they work. There are embedded practices of engaging with Māori and this is woven into the fabric of the organisation.

# HE PITO MATA MAHERE HUARAHI

## HE PITO MATA ROADMAP





Like the cultivation of kūmara, meaningful growth begins with a single pito.

Through nurturing, learning and shared responsibility, we cultivate the knowledge, relationships and confidence needed to realise the full potential of He Pito Mata across Rīpeka Whero Aotearoa. *This roadmap has been designed in collaboration with people right across the organisation to ensure it captures our collective belief of the success of He Pito Mata programme and fully embedding Te Ao Māori into our mahi.*

**Stage one – Whakatōngia te Pito (Planting the seed)**

*Weaving Te Ao Māori into our identity*

**Stage 2 – Whāngaia te Tipu (Nurturing growth)**

*Building organisational capability through systems, practice and learning*

**Stage 3 – Te Hauhake (Harvesting the crop)**

*Building individual cultural capability across NZRC*

**Stage 4 – Te Tiritiri Kai (Sharing the harvest)**

*Strengthening engagement and partnerships with iwi and Māori*

# Te Whakaingoa mai o He Pito Mata

## He Pito Mata name

The term 'He Pito Mata' is taken from the Whakataukī

***Iti noa, he pito mata***

***A small seed can sustain many***

This whakataukī refers to a small uncooked portion of kūmara that is replanted to produce many more kūmara. From this proverb, the term 'pito mata' is now used to express the notion of potential.

The name was given by Isaia Piho, Pou Ārahi Māori, after consultation with the Rīpeka Whero: Rōpū Hāpai Māori on what is important to them with the creation of the programme.

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whakaingoa

to name

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