



# Kaupapa Here: Whakapā

## *Policy: Communications*

**Description:** Policy of the Ngāti Whātua Ōrākei Trustee Limited

**Approved by:** Board Resolution

**Date:** 5 November 2021

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### **1 Purpose and Scope**

**1.1** Ngāti Whātua Ōrākei Trustee Limited (“**we**”, “**us**”, “**our**”) aspires to be a leader in effective and clear communication. This policy supports that aspiration by setting standards and processes for our communications and clarifying relevant roles and responsibilities. Further information regarding our communications strategy and framework is contained in our Communication Strategy and 5-Year Plan (“**the Plan**”).

### **2 Interpretation and Application**

**2.1** The mātāpono of Ngāti Whātua Ōrākei are the values that guide our actions and ground us in tikanga Māori. This policy will be interpreted and applied in accordance with the mātāpono of Ngāti Whātua Ōrākei, with particular emphasis on the following:

- a) Tino Rangatiratanga - kia tū a Ngāti Whātua Ōrākei i runga i tōna anō tino rangatiratanga  
We are self-reliant as Ngāti Whātua Ōrākei, now and forever
- b) Rangatiratanga – kia whakatinana i ngā āhuatanga tika o te rangatiratanga puta noa te hapū  
*Leadership – to live and practice positive leadership throughout the hapū*
- c) Whanaungatanga - kia kitea te mana me te tapu o ia kāwai heke i heke iho ai i a Tūperiri hei rangitāmiro i a tātou  
*Kinship - to embrace and acknowledge the importance of our whakapapa and relationships and how these binds us together*
- d) Kaitiakitanga – kia tiakina ō tātou whānau, o tatou whenua, ā tatou taonga me ā tatou rawa mō āke tonu atu  
*Guardianship – to protect our people, our lands, our resources and our taonga forever*
- e) Ahi kā - kia kōwhiwhiutia tonutia te ahi kā, kei pūrēhua, ā, ka kewa.  
*To uphold the unique and important role that Ōrākei papakāinga maintains across Tāmaki Makaurau*



## NGĀTI WHĀTUA ŌRĀKEI

- f) Kotahitanga - kia kotahi te tū kia kotahi te hoe.  
Unity - *stand as one and work together*

**2.1** This policy applies to our directors, staff, contractors, volunteers, and from time to time, third parties (“you”, “your”); it provides guidance to the Ngāti Whātua Ōrākei Group.

### **3 Policy Statement**

#### **How we Communicate**

**3.1** We strive to be excellent communicators in all aspects of our External and Internal Communications. As such, when you are communicating, whether in writing or verbally, we expect you to:

- a) ensure that your communications reflect the mātaḗpono of Ngāti Whātua Ōrākei, providing appropriate respect and manaaki to the recipient(s);
- b) be professional, clear and concise;
- c) ensure your communications do not negatively impact our reputation or bring us into disrepute;
- d) comply with the expectations in our Ngā Whanonga Tika/Code of Conduct;
- e) not share confidential or proprietary information about us or our Members or other stakeholders; and
- f) ensure that all information shared is professional, tika, pono/factually correct, and does not mislead or deceive.

**3.2** Our goal for External Communications is to clearly communicate our views, mahi, and events in a manner that lifts and upholds the mana of Ngāti Whātua Ōrākei. When you plan and/or develop External Communications, you must:

- a) ensure you have appropriate authority to represent Ngāti Whātua Ōrākei on the relevant kaupapa;
- b) ensure the Communications, Media and PR Manager has oversight of your proposed communication so that External Communications are aligned with the Plan and reflect a consistent tone and message; and
- c) obtain approval from the Communications, Media and PR Manager before External Communications are distributed whether through official channels such as our website, social media pages, whānau application or e-panui or otherwise.

**3.3** The Communications, Media and PR Manager, will lead collaboration across the Group to ensure consistent communications strategy and messaging on joint kaupapa.

**3.4** In relation to Internal Communications, unless the request is of an administrative nature, directors’ requests of the CEO and kaimahi must be passed through the Board Chair.



## NGĀTI WHĀTUA ŌRĀKEI

### Whānau Communication

**3.5** Members of Ngāti Whātua Ōrākei are a primary stakeholder group for our External Communications. We will demonstrate mana taurite in our communications activity by applying the principle of “whānau first”, meaning that any significant development that could impact our whānau or hapū will be communicated openly to Members as a priority.

**3.6** To ensure information is accessible to all hapū Members, we will:

- a) communicate to Members in a targeted way, employing as many platforms as appropriate; and
- b) host regular whānau engagement in a variety of forums including online and kanohi-ki-te-kanohi.

### Ngāti Whātua Ōrākei Website

**3.7** We have overarching responsibility within the Group for our website and will ensure that it is up-to-date, relevant and secure.

### Social Media

**3.8** We use multiple social media platforms to give effect to our Plan. We are responsible for our social media sites and will ensure that they are up-to-date, relevant and secure.

**3.9** If you want to establish a new social media site for us, you must obtain written approval from the Communications, Media and PR Manager. The Communications, Media and PR Manager is responsible for appointing an administrator for each social media site, that administrator will ensure that the content we post complies with paragraph 3.1 of this policy.

### Public Speaking

**3.10** You are encouraged to speak and present at events and conferences that align with our vision, mātāpono, and strategy as a way to uphold the mana of Ngāti Whātua Ōrākei.

**3.11** If you have been invited to speak in a public forum on behalf of Ngāti Whātua Ōrākei you must notify and engage with either our Communications, Media and PR Manager, CEO, or for directors, our Board Chair. If you are not a director, you must obtain your manager’s approval to speak at such events. Where possible you must use our Brand Assets and obtain the approval of our Communications, Media and PR Manager for such use. Notwithstanding these requirements, we acknowledge that sometimes you may be asked to speak in a capacity unrelated to your connection to Ngāti Whātua Ōrākei and be inadvertently attributed to, or drawn on issues relating to us. We ask you to be mindful of these circumstances and your association with us.

### Ngāti Whātua Ōrākei Brand

**3.12** Our branding represents what is unique about us as Ngāti Whātua Ōrākei. It promotes and enhances our identity and is valuable intellectual property. Our Brand Assets are maintained by the Communications, PR and Media Manager who is also responsible for creating and updating our brand guidelines from time to time.



## NGĀTI WHĀTUA ŌRĀKEI

**3.13** To help protect our brand and intellectual property, you must:

- not share the Brand Assets with anyone outside of the Company or Group without the approval of our Communications, PR and Media Manager;
- ensure all stakeholders who are provided access to the Brand Assets, are made aware of our brand guidelines and apply these guidelines;
- exercise caution when using the Brand Assets. If you are writing in the capacity of an individual rather than on behalf of us, you must not use the Brand Assets.

### **4 Responsibilities**

**4.1** The **Board** provides strategic direction for communications, including approving this policy and the strategic communications plan.

**4.2** The **Risk Assurance and Audit Committee** reviews risks associated with Group communications in accordance with the risk management framework.

**4.3** The **Chief Executive** is responsible for delivering the strategic communications plan, subject to approved delegations.

**4.4** The **Communications, PR and Media Manager** is responsible for delivering all operational elements associated with communications activity, including the authorisation of communications spending and outputs, subject to approved delegations.

### **5 Related Policies**

**5.1** Where applicable, this Code of Conduct should be read alongside relevant policies including the:

- Code of Conduct Policy
- Media Policy
- Delegations Policy

### **6 Relevant Legislation and Authoritative Guidance**

**6.1** Everyone performing a function under this policy is required to comply with all applicable legislation (and any successor legislation) and authoritative guidance, including but not limited to:

- Harmful Digital Communications Act 2015
- Defamation Act 1992
- Copyright Act 1992
- Privacy Act 1993
- Ngāti Whātua Ōrākei Trust Settlement Act 2012
- Ngāti Whātua Ōrākei Trust Deed

### **7 Definitions**

<b>Board</b>	means the Board of Directors of Ngāti Whātua Ōrākei Trustee Limited
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## NGĀTI WHĀTUA ŌRĀKEI

<b>Brand Assets</b>	means our logos, e-signature, letterhead, panels, power point and brochure templates, and other branding designs that are created from time to time
<b>CEO</b>	means Chief Executive Officer of the Ngāti Whātua Ōrākei Trustee Limited
<b>Employee</b>	means the staff employed by Ngāti Whātua Ōrākei Trustee Limited
<b>External Communications</b>	means your communications to hapū Members and other External Stakeholders about our work, for example, hapū news, events, general updates, and political or strategic messages
<b>External Stakeholders</b>	includes but is not limited to hapū Members, media, community groups, local and central government and the general public
<b>Group</b>	means Ngāti Whātua Ōrākei Trustee Limited, Ngāti Whātua Ōrākei Whai Maia Limited, Ngāti Whātua Ōrākei Whai Rawa Limited, and Komiti Marae Ōrākei Trust
<b>Internal Communications</b>	mean your communications with Internal Stakeholders
<b>Internal Stakeholders</b>	means our employees, directors and volunteers and other employees, directors and volunteers within the Group
<b>Members</b>	means members of Ngāti Whātua Ōrākei as defined under section 1.1 of the Ngāti Whātua Ōrākei Trust Deed

### **8 Policy Review**

**8.1** This policy is to be reviewed biennially, with any changes to be approved by the Board.

**8.2** Date of next review: **November 2023**