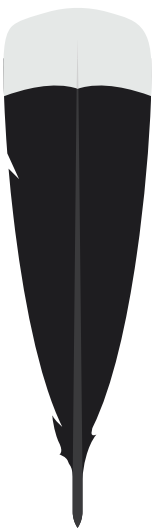


VISION

Pipitea is the Turangawaewae and cultural heartbeat for our people and our city.

VALUES

The Plume of the
Huia



TE RAU HUIA

The plume of the huia is the symbolism of aristocracy and leadership that include qualities such as leadership, good governance, code of conduct.

The Plume of the
Albatross



TE RAU KURA

The plume of the albatross is the symbolism of peace and adaptability that include qualities such as upskilling, professional development, moving with the times.

The Plume of the
Pidgeon



TE RAU KŌPARA

The plume of the kōpara represents the melodic sound of the bellbird the messenger between the physical and the metaphysical informing us about the importance of choosing your words that include qualities such as communications, marketing.

The Plume of the
Moa



TE RAU KŪKUPA

The plume of the kūkupa represents the food reserved solely for chiefs, acknowledging the importance of looking after people that includes qualities such as quality services, excellence, processes, monitoring, evaluating.

The Plume of the
White Heron



TE RAU TITAPU

The plume of the kōtuku acknowledges the importance of connecting with people, not only esteemed guests but also the community that includes qualities such as connecting with people and communities, visibility, networking, staying connected.

The Plume of the
Moa



TE RAU PIOPIO

Like the huia, the plume of the moa is another extinct indigenous bird of the land reminding us of the importance of protecting endangered species (both tangible and intangible) identifying qualities such as kaitiakitanga, guardianship, protection, rangatiratanga.

STRATEGIC OBJECTIVES

Guided by our values we will focus on these four key Strategic objectives

1. Developing our cultural capability so we can uphold the mana of our Marae and throughout our city
2. Strategic alliances and partnerships throughout the city and country
3. Pipitea Marae is recognised as a place of learning
4. To restore and enhance our natural resources and environmental wellbeing
5. Financially sustainable and prudent