



Mahere Rautaki | Strategic Plan

Brainwave Trust Aotearoa 2024 - 2027

Poipoia te kākano, kia puāwai
Nurture the seed and it will blossom





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Te Pae Tawhiti | Vision

Whakamana i te tamaiti.

All children in Aotearoa New Zealand are valued and nurtured to reach their full potential.

Te Pae Tata | Mission

We share knowledge with everyone who influences the lives of pēpi, tamariki and taiohi about the critical importance of brain development during early childhood and adolescence, recognising the positive impact and influence this can have on their wellbeing.



Ngā Uara | Brainwave Values

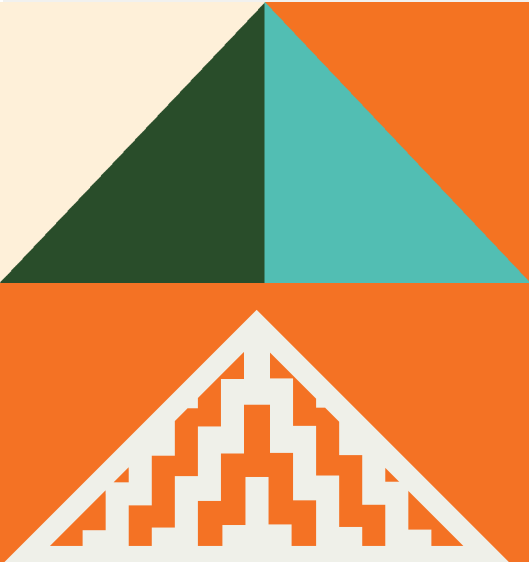
Ngā Uara guide our approach providing a roadmap for how we do things, affirming our commitment to our vision and mission. Our Brainwave Values challenge and inspire us to be the best we can be and align with our commitment to advance the needs and aspirations of Māori as tangata whenua while creating greater equity to those most affected by inequities in our communities - with particular focus on Māori and Pacific.



At Brainwave we value:

- **Whanaungatanga** | The importance of connection and relationships.
- **Ako** | Reciprocity in sharing of knowledge, learning and experiences.
- **Whakapapa** | Acknowledging and building on Brainwave's history.
- **Auaha** | Creativity and innovation.
- **Manaaki** | Intentional care to enhance the mana of all people and environments.





Ngā Whāinga Rautaki | Strategic Priorities

The 2024-2027 strategic plan sustains a focus on the early years and additionally, adolescence, in recognition of the importance of brain health and development. We acknowledge the importance of the relationships that a child has with their whānau and others and their potential to improve the life and wellbeing of a child.

Brainwave Trust commits to strengthen the following four priority areas over the next three years:

BUILDING TE TIRITI PARTNERSHIP CAPABILITY

- We commit to increasing our own capability to value and incorporate Mātauranga Māori alongside scientific knowledge, informing what we produce and share.
- We will support the incorporation of Mātauranga Māori into the thinking of those who provide care and supervision of tamariki to improve their care of tamariki.
- We will extend the representation of Māori colleagues at all levels in our organisation, from the frontline to the executive and the Board.
- We will prioritise whānau Māori as a reflection of our commitment to living our obligations and responsibilities under Te Tiriti o Waitangi.

STRENGTHENING PARTNERSHIPS WITH OTHERS

- We will extend the representation of Pacific colleagues at all levels in our organisation, from the frontline to the executive and to the Board.
- We will continue to work on our established, successful partnerships with organisations while increasing and resourcing our focus on systems change by seeking new relationships and partnerships with others.
- We are committed to co-construction with our communities and partners.
- We will prioritise whānau Pacific as a reflection of our commitment to advancing equity for under-served communities.

INCREASING EDUCATION AND ADVOCACY

- We will support whānau, community leaders and relevant stakeholders to influence the development of a national culture in Aotearoa New Zealand that values good parenting and prevents abuse and neglect.
- We will advocate for tamariki and whānau where societal change is needed to enable the optimal development of children.
- We will increase our advocacy on relevant issues through leveraging relationships, submitting on legislation, providing position statements on key issues and encouraging media engagement with our kaupapa.
- We will prioritise working with policy makers, politicians and decision makers as a mechanism to influence change.

AMPLIFYING OUR COMMUNICATIONS

- We will strengthen how we communicate and share knowledge effectively to ensure it is accessible to a broader audience.
- We will ensure evidence-based knowledge is made available to all in a way that is targeted, meaningful and culturally responsive.
- We will make knowledge on early brain development that exists in academic literature, in communities, and within indigenous knowledge paradigms accessible to all.

Ngā Tātaringa | Measuring Our Achievements

We commit to evaluating and measuring the impact of our work through mechanisms such as participant and stakeholder feedback and regular evaluation of our work-streams.

- We support the inclusion and adoption of approaches, methodologies, actions and frameworks that enable us to capture and evaluate our mahi with Māori and Pacific communities in alignment with Māori, Pacific and indigenous worldviews.





Kuputaka | Glossary

Kupu / Kīanga Māori	Whakapākehātanga / Whakamāramatanga
Māori Word / Phrase	English Translation / Explanation
Ako	Teach and learn, a reciprocal process
Auaha	Creativity and innovation
Manaaki	Deliberately / actively taking care of the mana of the person you are in a relationship with / showing care / caring for people
Mātauranga Māori	Literally translating to 'Māori knowledge', this modern term broadly includes a body of knowledge originating from Māori ancestors in relation to world views, values, perspectives, cultural practices and traditions, philosophies, concepts and understandings that traverses customary and contemporary systems of knowledge
Pēpi	Baby / babies, infant / infants
Taiohi	Adolescent / adolescents
Tamariki	Children
Tangata whenua	Iwi Māori - the indigenous people of Aotearoa New Zealand
Te Tiriti o Waitangi	Treaty of Waitangi (te reo version)
Whānau	Family
Whanaungatanga	The importance of connection and relationships
Whakamana i te tamaiti	Value the child / children / childhood
Whakapapa	Whakapapa is genealogy, a line of descent from ancestors down to the present day. Whakapapa links people to all other living things and to the earth and the sky, and it traces the universe back to its origins. In this context we acknowledge and build on Brainwave's history.

Source: <https://teara.govt.nz/en/whakapapa-genealogy>