



E Tū Whānau Theory of Change

The E Tū Whānau Theory of Change is strengths-based, guided by the Te Ao Māori worldview that the universe is dynamic, moving from one state to another, from a state of unrealised potential (Te Kore) to a state of 'becoming' or 'knowing' (Te Pō) to a state of enlightenment or wisdom (Te Ao Mārama). This process of growth, transformation and enlightenment is not static but one of continuous interaction, learning and review.

The koru is the central tohu for the E Tū Whānau logo. Based on the shape of an unfurling fern frond, the koru represents new life, rebirth, peace and continuity; offering the promise of renewal and hope for the future. As such the koru is a symbol of whakapapa and the creation dynamic: *Te Kore, Te Pō, Te Ao Mārama*. Its circular opening design elements convey the idea of perpetual movement, of energy and action, and its inward coil suggests a return to the point of origin – symbolic of our focus on Māori traditions and values as protective factors, and the foundation for positive transformation.



Whānau strength

Supporting wellbeing and relationships within whānau

- Opportunities and spaces to be heard
- Increased awareness of positive behaviours and wellbeing
- Reduced tolerance and experience of violence
- Taking action to change



Tāne ora/Wāhine ora

Opportunities for healing, connection to culture and community

- Authentic connection to Te Ao Māori/culture
- Access to resources and support
- Active community involvement
- Values are modelled, 'lived'
- Feelings of safety and self-respect



Rangatahi development

Enabling youth engagement, education, leadership

- Youth leadership capability nurtured
- Rangatahi kahukura (individuals/collectives) modelling and driving change
- Rangatahi engaged and active

Te Kore/Potential

Te mana kaha o te whānau – the potential for all whānau to experience positive, nourishing lives that honour and uphold mana, tapu and mauri.

Te Pō/Transformation

E Tū Whānau reawakens traditional Māori values within whānau, passed down from generation to generation. Through strengths-based methods and community mobilisation strategies, these values help develop protective factors to increase whānau wellbeing and prevent violence ('realise the potential'). These values are unique to Māori but are also applicable to other peoples such as former refugee and migrant communities.

Te Ao Mārama/Enlightenment

Our vision

Whānau are strong, safe and prosperous – active within their community, living with a clear sense of identity and cultural integrity, and with control over their destiny – te mana kaha o te whānau!

Our moemoeā
Expands our vision

Whānau wellbeing
Based on their moemoeā



Hapori development

Supporting whānau, hapū, iwi and communities to build capacity and capability to lead and sustain community level change

- Leadership capability is developed
- Reduced community tolerance for violence
- Increased commitment, capability and networks to implement change
- Indigenous practitioner capacity is strengthened

PRIORITY ACTION AREAS 2019–2023

Kaupapa Māori approaches

- Te mana kaha o te whānau! (power and strength of whānau)
- Honouring and invoking Māori principles/values:



- Culturally responsive engagement/delivery
- Community-led solutions and action supported by government
- Understanding, generating and drawing on indigenous knowledge and evidence

Key strategies

- **Kahukura** – growing leadership
- **Wānanga** – collective spaces to kōrero and heal
- **Community collaborations** – shared aspirations, co-designed solutions
- **Messaging, tools, resources, support** – to highlight, share and reinforce the kaupapa
- **Centre of excellence** – expertise, evidence, indigenous practice

To reawaken, nurture and embed E Tū Whānau values, and Te Mana Kaha o te Whānau!

Underpinning approach & mobilisation strategies

E Tū Whānau Te Mana Kaha o te Whānau!