

About E Tū Whānau

All about E Tū Whānau

Established in 2008, E Tū Whānau is a kaupapa Māori movement for positive change developed by Māori for Māori. Since 2013, it has included former refugee and migrant communities.



The E Tū Whānau kaupapa is founded on tikanga and Māori values that uplift, strengthen, and protect whānau. Together these create the foundation or 'rope of life' that joins whānau together and strengthens them. This collective, whānau-centred approach resonates with many former refugee and migrant communities – they find it inspiring, relevant, and enabling.

E Tū Whānau takes a strengths-based approach, working with communities in a culturally responsive way to create sustainable change from within. It does this by supporting community initiatives that shift social norms and encourage leadership, connections to culture, and the growth of whānau and community capability.

E Tū Whānau kahukura are central to the kaupapa. They are the people or organisations who inspire change in whānau and communities, and include iwi leaders, rangatahi, strong wāhine and many others. On their leadership journey, E Tū Whānau kahukura model values, behaviours and actions that are positive 'footprints' for others to follow.

E Tū Whānau operates as a Māori Crown partnership, founded on Te Tiriti o Waitangi. Designed and led by Māori, it is supported by the Ministry of Social Development (MSD). Since its establishment in 2008, a Māori Reference Group has brokered and sustained this partnership and helped to ensure that community voice remains central to the kaupapa

Contacts and links: ETW Website: www.etuwhanau.org.nz
Email: admin@etuwhanau.org.nz
[Facebook](#) [Instagram](#) [YouTube](#)

E Tū Whānau 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. The strength and power of the whānau.

E Tū Whānau values

The Māori values that underpin E Tū Whānau came from kōrero at hui all around the country about the qualities that characterise strong whānau – the positive actions and behaviours that are 'seen and heard'.

- [Aroha](#) – Giving with no expectation of return
- [Whanaungatanga](#) – It's about being connected
- [Whakapapa](#) – Knowing who you are and where you belong
- [Mana manaaki](#) – Building the mana of others, through nurturing, growing and challenging
- [Kōrero awhi](#) – Positive communication and actions
- [Tikanga](#) – Doing things the right way, according to our values.

Te mana kaha o te whānau
The strength and power of whānau

E Tū Whānau key messages

- *Te mana kaha o te whānau. The strength and power of the whānau.*
- Māori have the solutions within
- Change starts with us – it's up to us to create the future we want
- Whānau, hapū and iwi are forever
- Violence towards women and children is not traditional
- Violence is a transgression against whānau and whakapapa – stand up and speak out!
- Reclaim tikanga, foster pride and affirm identity
- Restore the home as a place of safety and love where healthy relationships are expected
- What is good for us as Māori is good for all of Aotearoa New Zealand.

E Tū Whānau Charter of Commitment

The E Tū Whānau Charter of Commitment has been developed by Māori as a call to action to whānau throughout the country to stand together against violence of all forms, and to uphold the tapu and the mana of our people.

Violence is a transgression against individuals, whānau and whakapapa.

The Charter is a public commitment to positive change built on the acknowledgement that all violence towards whānau is unacceptable within Te Ao Māori. Signing it is a step that anyone can take to encourage debate, action, and change.

Te mana kaha o te whānau. The strength and power of the whānau.

E Tū Whānau principles

- **Māori designed and driven solutions** – a kaupapa Māori foundation informs all aspects of the design and delivery of E Tū Whānau.
- **Whole-of-whānau approach** – involving strategies and solutions that encompass the whole whānau. Whānau are supported within the context of their own whānau, hapū and hapori to identify their issues, hopes and dreams, and their own solutions.
- **Strengths based** – starting from a place of whānau and community strengths and assets, rather than deficits, and harnessing these to inspire and propel change.
- **Community led** – partnering in ways that enable and support communities to identify their own needs, and design and lead their own solutions.
- **Evidence based** – investing in and strengthening our evidence base around what helps to make a positive difference in the lives of whānau Māori, recognising the need to have rich and robust indigenous evidence relevant to our own people here in Aotearoa New Zealand.
- **Local approaches** – recognising that community-led approaches are enriched by local knowledge and connections.
- **Education focused** – supporting knowledge acquisition and growth that helps to build te mana kaha o te whānau.
- **Kotahitanga / whanaungatanga** – recognising that, founded on relationships of trust, strength comes from collaboration, connectedness, and a collective focus.
- **Innovation** – ensuring that sufficient flexibility, agility, and opportunities are available to trial fresh ideas.

*Te mana kaha o te whānau
The strength and power of whānau*

- **Diversity and inclusion** – acknowledging the universal power of the E Tū Whānau values and strengths-based kaupapa to uplift and support positive change within many diverse families and communities.
- **Sustainability** – recognising that issues of violence and violation are complex and often intergenerational, and that solutions will only be durable if accorded sufficient time, resources, and opportunities to learn and adapt.

Te whakapapa o E Tū Whānau

↓	<p>Hopuhopu Summit (2008) – a mandate for change</p> <p>Our journey began with a national summit in April 2008 (opened by King Tuheitia and hosted by Tainui at Hopuhopu Marae) which brought together our leaders to discuss ways for Māori to tackle violence. The consensus was that a fresh approach was needed based on Māori ways of doing things, and that it must be led by Māori and focused on strengths and successes. This summit was a significant event for Māori.</p>
↓	<p>Wide support across Aotearoa</p> <p>More than 30 hui held across the country endorsed this approach and suggested the principles and recommendations for action.</p>
↓	<p>Gathering the stories, shaping the values</p> <p>Kōrero with kuia, kaumātua and many others helped to shape the messages and values that underpin the E Tū Whānau approach.</p>
↓	<p>Developing a framework for change</p> <p>The summit, hui and kōrero provided a clear mandate and direction. This created the foundation for a Programme of Action, the framework for change.</p>
↓	<p>The first Programme of Action (2008 – 2013)</p> <p>The Māori Reference Group published the first Programme of Action. This was supported by government and launched by Hon Dame Tariana Turia in February 2009.</p>
↓	<p>Nurturing change</p> <p>The first five years focused on building support for E Tū Whānau – at a community level and within iwi leadership. A groundswell of community action started to build. E Tū Whānau kahukura began to emerge.</p>
↓	<p>E Tū Whānau expanded to include former refugee and migrant communities</p> <p>In 2013, E Tū Whānau was expanded to include former refugee and migrant communities – the kaupapa resonates with these communities; they find it inspiring, relevant, and enabling.</p>
↓	<p>The second Programme of Action (2013 – 2018)</p> <p>The second Programme of Action was developed. It built on the first Programme of Action, informed by learning and kōrero along the way. It was launched in Rotorua at a national hui of iwi leaders, practitioners, and rangatahi (June 2013).</p>
↓	<p>National hui (Rotorua, June 2013)</p> <p>Māori leaders confirmed the approach and direction for E Tū Whānau and the second Programme of Action. The inaugural E Tū Whānau Kahukura Awards were presented to those identified as leading positive change within whānau, hapū, iwi.</p>
↓	<p>E Tū Whānau Charter of Commitment launched (Tūwharetoa, August 2014)</p> <p>This was a significant event – the Charter formalises our commitment to positive change and gives us the opportunity, as Māori, to take a strong public stand against violence. The 2014 Kahukura Awards were presented at this launch.</p>
↓	<p>Rangatahi involvement consolidated</p> <p>Wānanga and hui engaged and consolidated rangatahi participation. A number of rangatahi kahukura (individuals and collectives) emerged to lead change. A national rangatahi forum was formed involving Māori, Pasifika and youth from diverse communities.</p>
↓	<p>E Tū Whānau action and support accelerated</p> <p>Support for E Tū Whānau continued to grow as whānau, hapū, iwi and communities around the country embraced the kaupapa and found ways to express it and encourage positive change. This included a mandate from the Iwi Chair’s Forum and iwi involvement across Aotearoa.</p>

*Te mana kaha o te whānau
The strength and power of whānau*

↓	<p>E Tū Whānau Charter of Commitment gathered momentum</p> <p>The E Tū Whānau Charter provides a focus and platform for individuals and collectives to publicly oppose violence in all its forms. Thousands signed the Charter to take a stand against violence and uphold whānau restoration as the foundation for change.</p>
↓	<p>E Tū Whānau kahukura workshop (June 2018)</p> <p>This workshop brought together recognised Māori kahukura (leaders) and influencers to share current knowledge and thinking about the issues that affect whānau, to contribute to solutions, and to help us develop a new strategy and action plan for the next five years.</p>
↓	<p>Community focus groups (June – November 2018)</p> <p>Whānau from across the country took part in focus groups to kōrero about issues, progress, and priorities for whānau to help shape the 2019 – 2024 Programme of Action.</p>
↓	<p>Mahere Rautaki (Framework for Change) 2019 – 2024 (launched 2020)</p> <p>The current E Tū Whānau Mahere Rautaki (Framework for Change) and underpinning Theory of Change was developed and published. It captures and reflects the learnings and successes of the previous 10 years and sets the direction and goals for the next five.</p>
↓	<p>Ann Dysart Kahukura Award (June 2022)</p> <p>This vibrant event re-launched the Kahukura Awards, in memory of Ann Dysart (founding Kahukura). Filmed from Waiwhetu Marae and streamed live online across the motu, it celebrated 11 community partner organisations for their vision and leadership as positive change agents within their communities.</p>
↓	<p>Poutokomanawa Hapori Hui (October 2022)</p> <p>Community partners with longstanding relationships and connections to the E Tū Whānau kaupapa gathered virtually for a two-day digital hui sharing approaches to mobilising whānau and hapori Māori for positive change, celebrating successes, and empowering those who do the work.</p>
↓	<p>Set of E Tū Whānau values booklets published (December 2022)</p> <p>Designed to encourage kōrero and action that strengthens and empowers whānau, publication of these booklet sets affirms the positive ways that whānau are living the E Tū Whānau values.</p>
↓	<p>E Tū Whānau Kahukura Workshop (March 2023)</p> <p>Kahukura brought together online for this digital workshop were inspired to lead and support their communities on journeys of positive transformational change. Participants were introduced to a range of strategies and E Tū Whānau resources designed to energise and empower their mahi within communities.</p>
↓	<p>Ongoing community-led mahi across the motu</p> <p>E Tū Whānau continues to support communities across the motu to lead their own journeys of positive transformation and change. This work is guided by experiences to date as well as the four Priority Action Areas set out in Mahere Rautaki: Hapori development, Whānau strength, Tāne ora / Wāhine ora, Rangatahi development.</p>

*Te mana kaha o te whānau
The strength and power of whānau*