

## E Tū Whānau values

*Tauawhitia ai koe.  
Wrap your whānau in your loving  
and protective embrace.*

Over the time E Tū Whānau was being developed, a number of hui were held across Aotearoa to find out what people thought would be **seen and heard in strong thriving whānau**. E Tū Whānau distilled this kōrero into six values:

### 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.

These underpinning values are **part of who we are and what makes us strong as Māori**. They kept our whānau safe in the past and have the power to do so again. They are protective factors for Māori. Together they create **the 'rope of life' that joins whānau together and strengthens them**.

To learn more about the E Tū Whānau values, please visit:  
<https://etuwhanau.org.nz/our-values/>

To learn more about how Māori values are protective factors, please visit:  
<https://etuwhanau.org.nz/wp-content/uploads/2018/08/Maori-Values-A4-x-9-sheets.pdf>

## E Tū Whānau values booklets

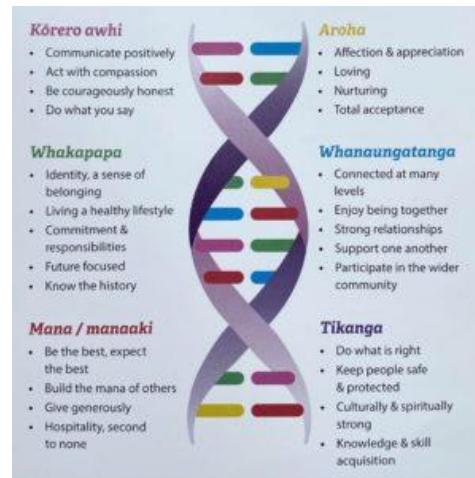
We've developed a set of booklets and other resources around each of the E Tū Whānau values. These resources aim to affirm the positive things that whānau are already doing, to share ideas, and to encourage people to take the time to think about what they want for their whānau.



### Download each of the booklets:

- [Aroha](#)
- [Whanaungatanga](#)
- [Whakapapa](#)
- [Mana manaaki](#)
- [Kōrero awhi](#)
- [Tikanga](#)

Alternately, to request printed sets of the booklets, email [admin@etuwhanau.org.nz](mailto:admin@etuwhanau.org.nz)



*Te Herenga o te Whānau represents a DNA helix to demonstrate that values of E Tū Whānau are handed down from the ancestors. They are strengthened by each generation, to be handed down to future generations. The name Te Herenga o te Whānau signifies 'the rope of life' or the umbilical cord that joins whānau together.*

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