



# Wai Ora Tāmaki Makaurau

Auckland's Water Safety and Drowning Prevention Strategy

As Tamanuiterā (the sun) ventured across the horizon to Hine Raumati from the winter solstice, Hine Takura in late 2023, Wai Ora Tāmaki Makaurau was gifted the graphic design of 'TE HONONGA' (the joining) from Teaukurai Cook of Makaurau and Ōrākei Marae.

The pūrākau allows for all stakeholders to take ownership and collective pride in and reflect on the strategic direction of Wai Ora Tāmaki Makaurau.

The four strategic strands are represented by the awa, which converge as collective work streams at the confluence and through collaborative effort, effect system change – from fresh water to salt water.



Each design brings meaning and wairua to the mahi of Wai Ora Tāmaki Makaurau.



### Uara

1. Aroha. The awa representing the value of kindness; humility; and empathy.
2. Whakapono. The awa representing honesty.
3. Ngā Ture. The awa representing integrity; humility.
4. Kotahitanga. The awa representing courage; selflessness.

#### Values | Uara



### Confluence

Representing merging of awa; collaboration; the collective effort.

#### Vision | Moemoeā



### Te moana

Represents the three mōana of Tāmaki: Te Mānukanukatangā o Hoturoa; Kaipara & Te Wai o te Matā;

#### Mission | Whakatakanga



### Te Pūhoro

Representing movement; retuning to your mountain, to be cleansed by the winds of Tāwhirimātea.

#### WOTM's workstreams.



### Mango pare

Representing the hammer head shark; a sign of respect for the strength of Tangaroa.

#### WOTM's collaboration.



### Manaia

Representing the passage of reciprocal knowledge from tuakana to taina, and taina to tuakana. (World Views / perception).

#### WOTM's Impact.



### Ūnaunahi

Representation of fish scales; respect to Tangaroa and his domain.



### Pākati

Representing the closing off; protection.



### Raperape

Representing movement.

**A second graphic** designed and gifted by Teaukutai, reflects the commitment and collaboration shown by the WOTM stakeholders and is the icon to identify all Wai Ora Tāmaki Makaurau workstreams. We feel blessed to be gifted such a gem.

The design magnifies the confluence of the four awa flowing down the maunga, the three harbours, the whenua, and adds the pūhoro at the top to reflect the inclusion of all other waters.

The pūhoro at the top on the logo depicts the inclusion of all other waters and can be viewed as a negative space when image seen as white, and a positive space when seen as colour.

The three harbours - Manukau, on the left; Waitemata on the right; and Kaipara above, being the largest and oldest harbour - are depicted by two colours and forming the positive space.

The confluence of the four awa flowing down the maunga is depicted by white negative space.

The whenua is depicted by the two solid-coloured shapes at the base of the logo.

