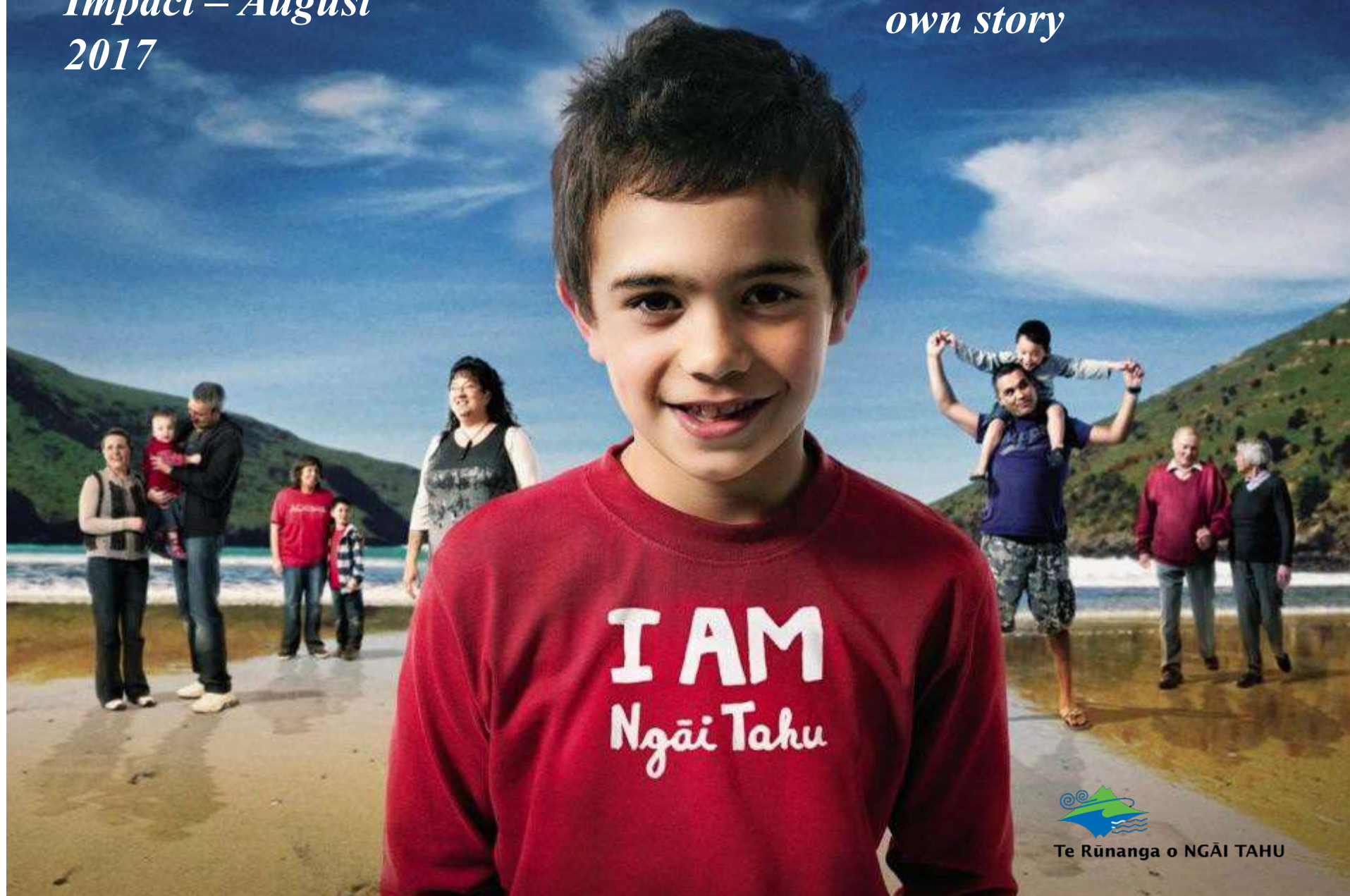
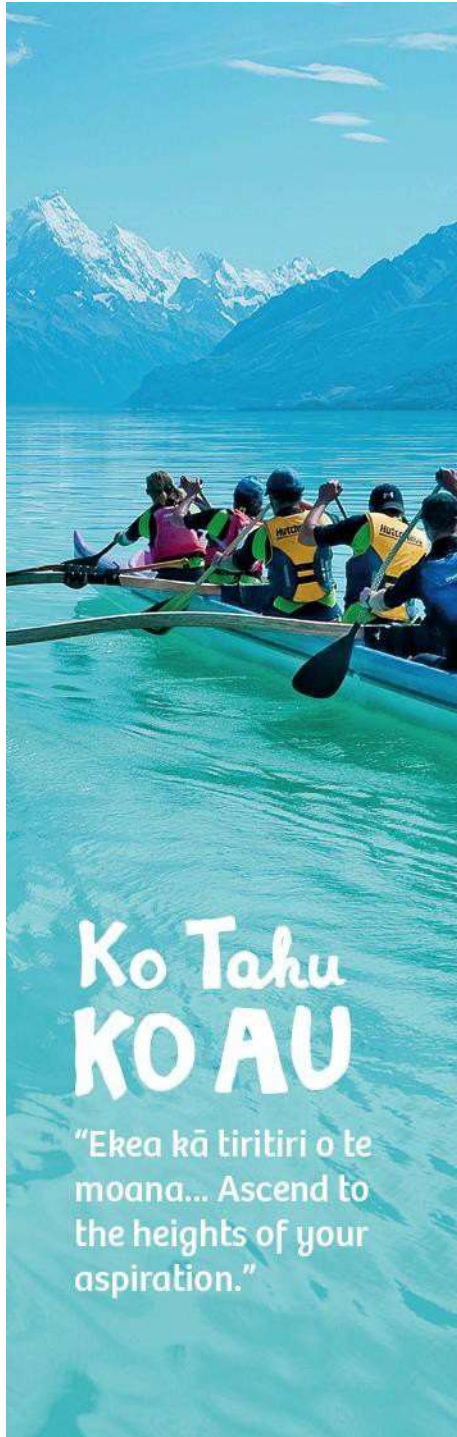


*Centre for Social
Impact – August
2017*

*Its time to tell our
own story*



Te Rūnanga o NGĀI TAHU

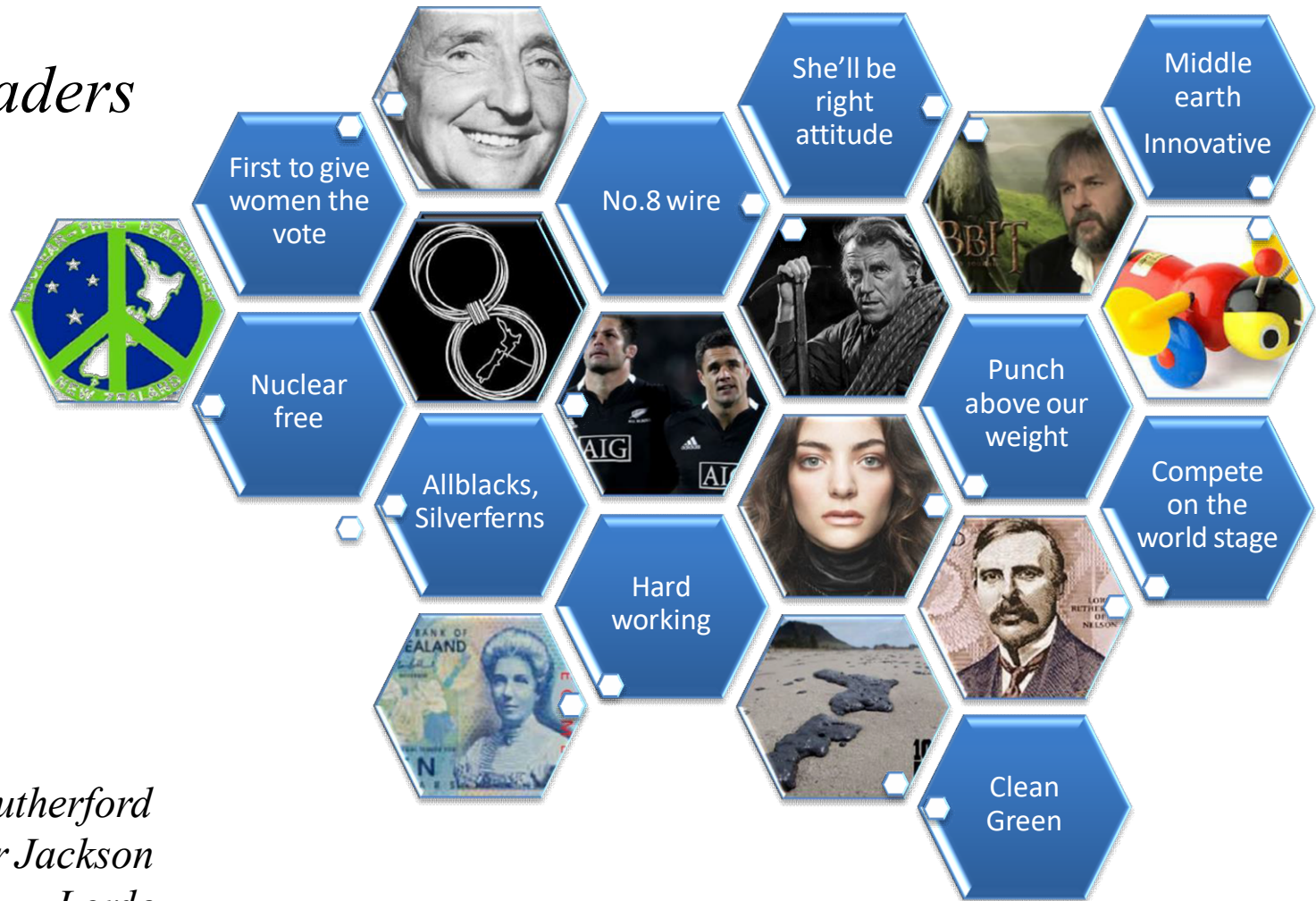


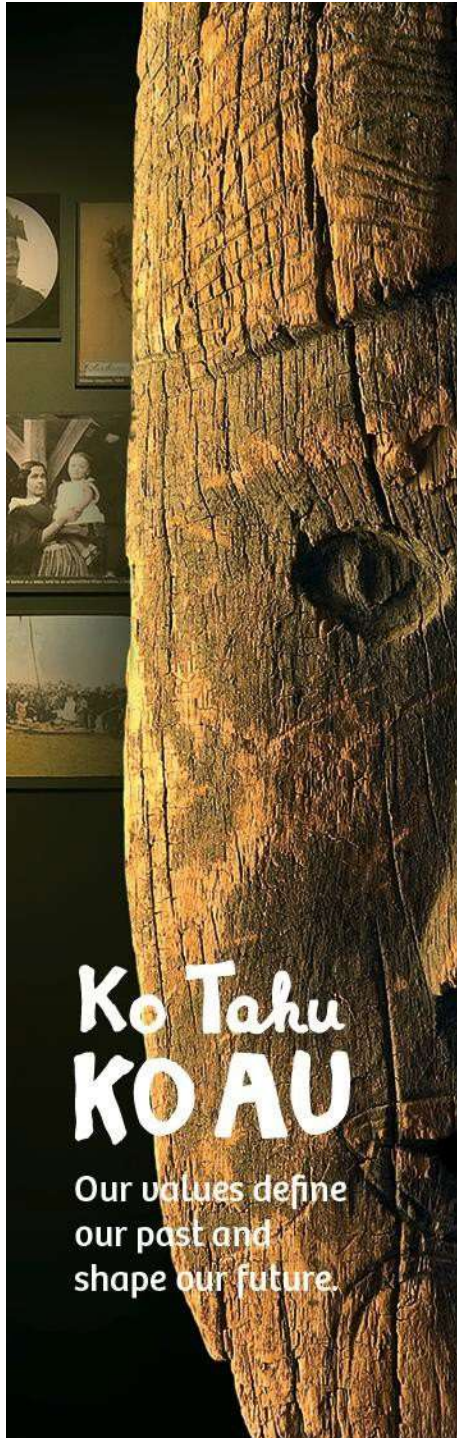
1: What are the commonly known characteristics or emblems of the New Zealand / Kiwi identity? — When people think and talk about ‘kiwis’ what do they think/say?

World Leaders in...

*Science
Innovation
creativity
technology
Music
sports*

*...Ernest Rutherford
Peter Jackson
Lorde
Kate Sheppard
Daniel Carter
Burt Munro...*

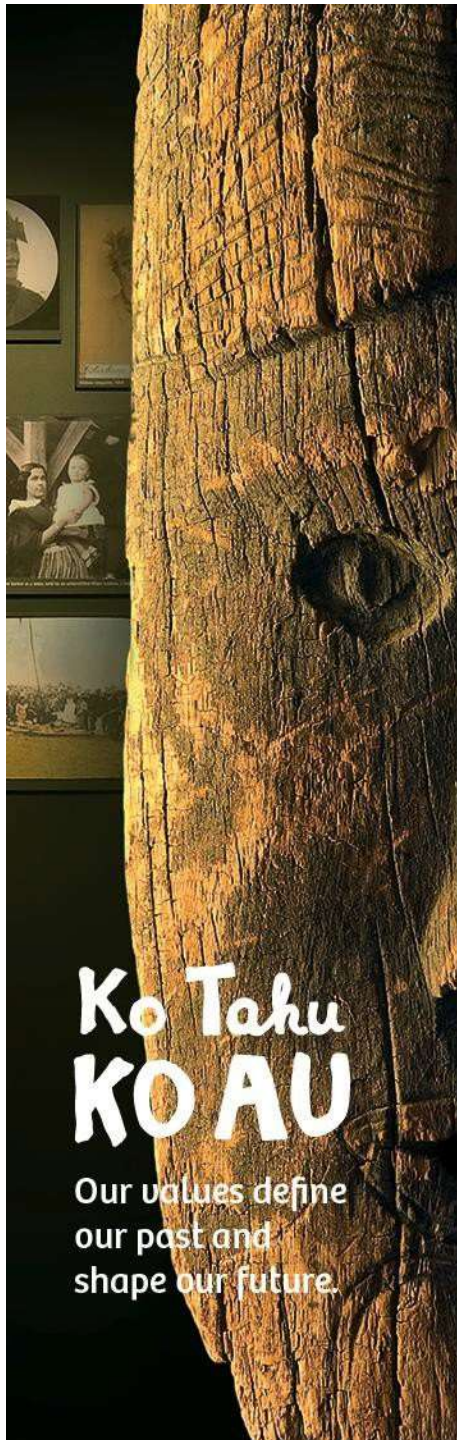




2: What are the commonly known characteristics or emblems of Maori identity? When people think and talk about 'Māori' what do they think/say?



*How would you feel about **YOUR** identity?*



Most of our children don't get exposed to the counter view that might help them to ***build the cultural confidence*** to challenge the stereotype

... They don't learn about the ***incredible feats*** of our tūpuna or the ***economic prowess*** of the now.

...They don't know about ***our legacy of trade and development*** – our literary heritage and ***ability to survive and drive a fight*** for 7 generations to get a result!

Deconstructing the stereotypes

*We need to look
behind the
stereo-types
to re-frame a sense of
the cultural self*

Ko Tahu
KO AU

Toitū te Kawa
Toitū te
Rangatiratanga
Toitū te Ao Tūroa
Toitū te Kaikōkiri
Toitū te Iwi.



Te Rūnanga o NGĀI TAHU