

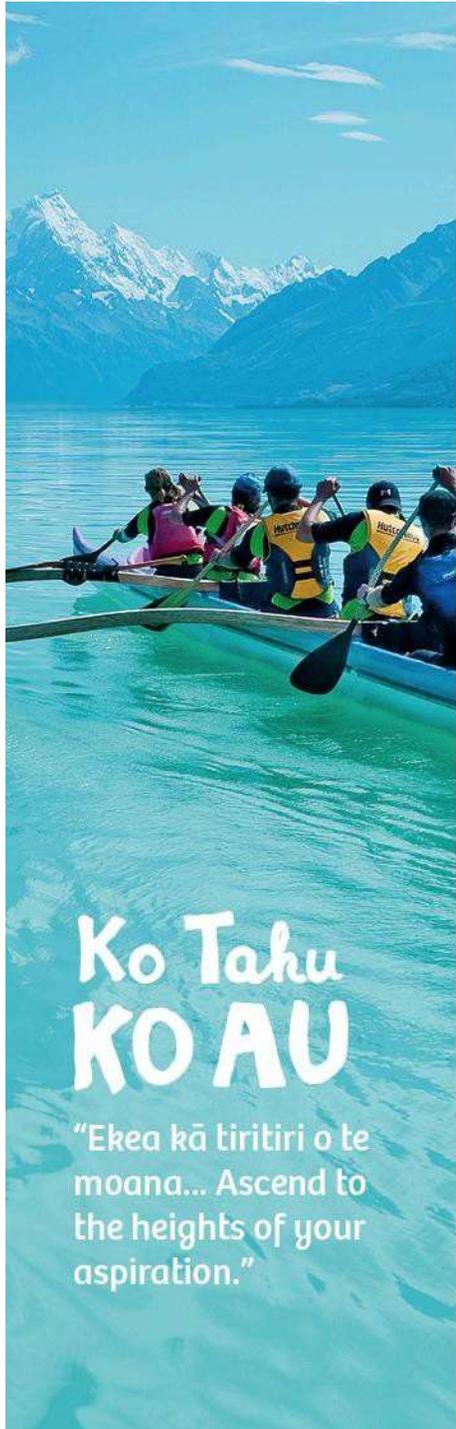
*Centre for Social  
Impact – August  
2017*

*Its time to tell our  
own story*

**I AM**  
Ngāi Tahu

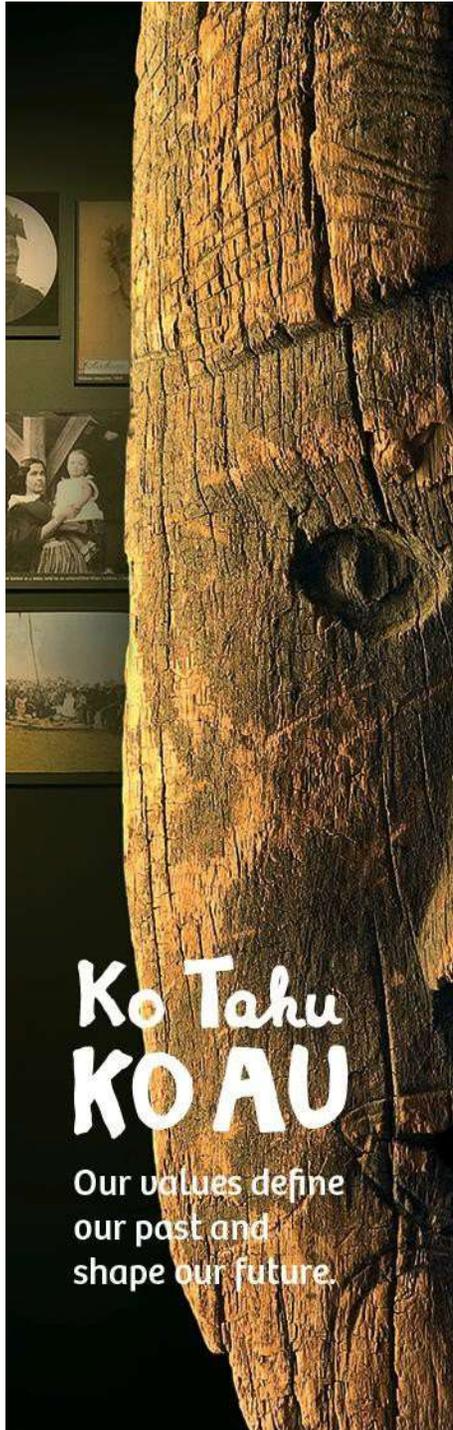


Te Rūnanga o NGĀI TAHU



*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?*

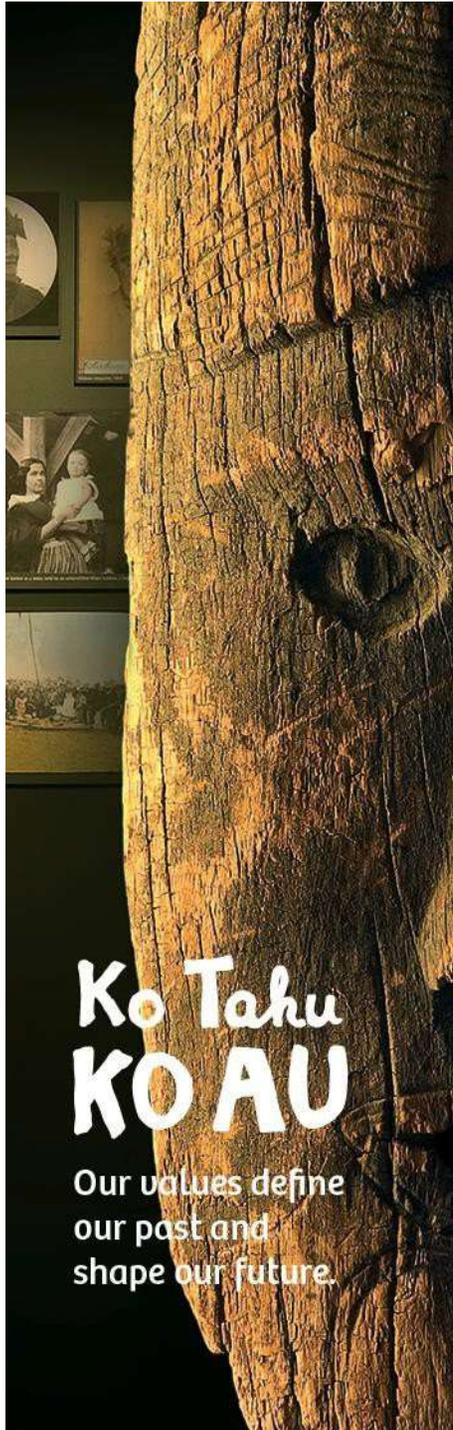




*2: What are the commonly known characteristics or emblems of Maori identity? When people think and talk about 'Māori' what do they think/say?*



*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.