

**Impact Strategy**

**2026**

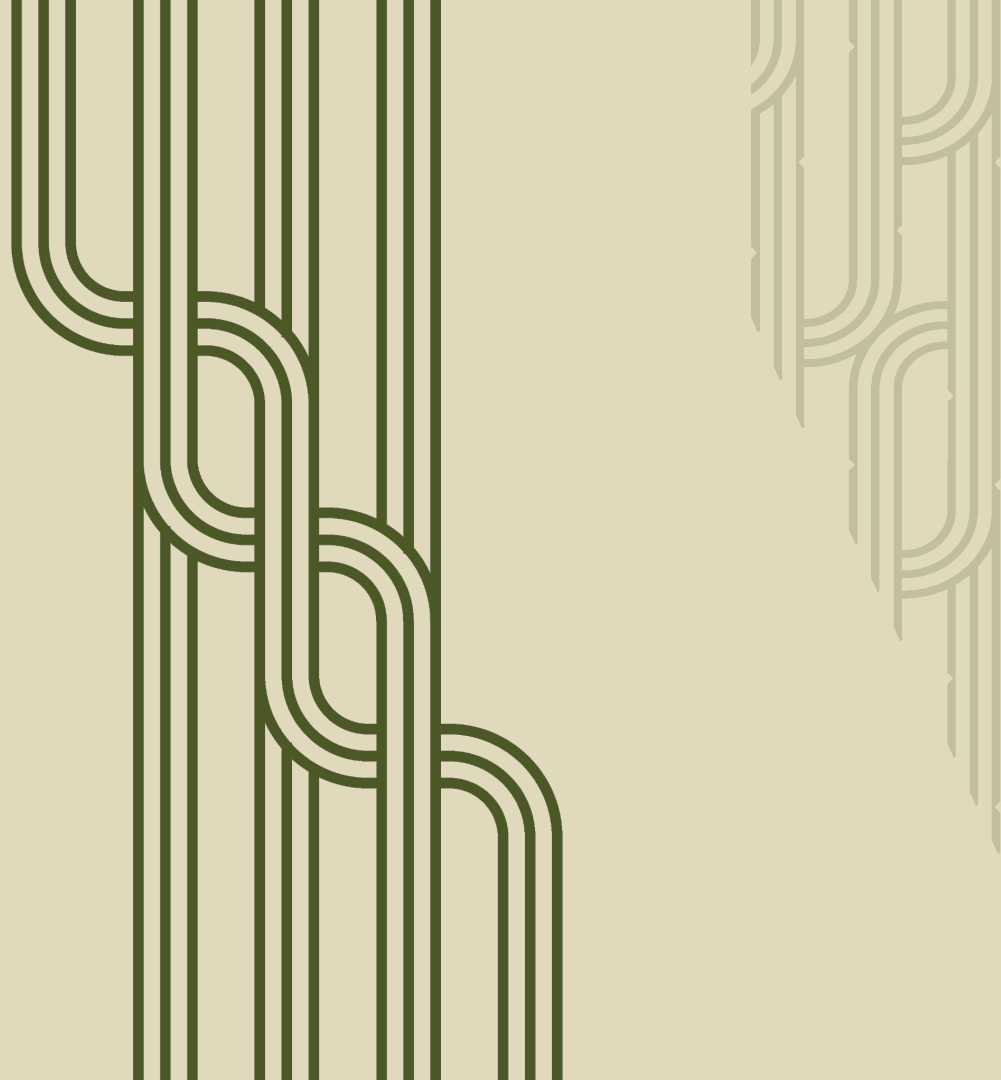
# About Us

Tuia Waitākere is a not-for-profit community organisation serving the people of West Auckland.

Tuia - meaning to weave and come together - reflects a kaupapa grounded in connection across people, place and purpose.

We unlock the power of wellbeing through community sport, arts, movement and culture, working alongside local leaders, whānau, schools, clubs and community groups to drive meaningful change.

With over 30 years serving West Auckland as Sport Waitākere, Tuia Waitākere carries that legacy forward into its next chapter.



## Purpose

The wellbeing of West Aucklanders is our greatest priority.

## Mission

Unlocking the power of wellbeing through community sport, arts, movement and culture.



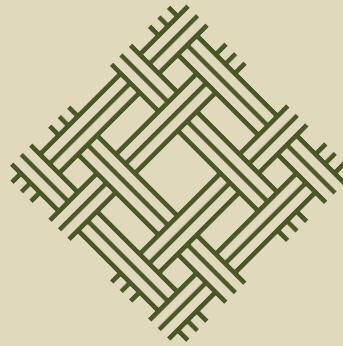
**We are a community movement lead by the people, for the people of West Auckland.**

We connect with local leaders and whānau where they naturally gather – in schools, marae, sports clubs, workplaces and churches. Sharing the tools, resources and support to drive meaningful change, together.

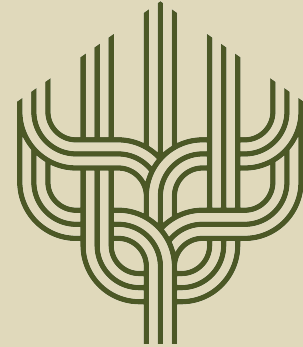
# Our Impact



**Health and wellbeing**  
support across West Auckland  
is accessible, relevant and  
shaped by community need.



**Community spaces**  
are active, well-used and  
part of everyday life.



**Mātauranga Māori**  
grounded initiatives  
strengthen Māori  
communities.



# Our Approaches

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**Championing** social innovation  
and systems change

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**Supporting** and back boning  
community led approaches

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**Building** capabilities  
of our local leaders

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**Prioritising** communities  
experiencing inequities

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**Influencing** investment,  
planning and regulation

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**Building** capability in and  
prioritising mātauranga Māori



# Our Ethos

We believe wellbeing isn't about chasing perfection, looks, or peak performance.  
**It's about feeling good, inside and out.**

Staying connected, looking after yourself, and leaning on your support networks if and when you need them most. A key way to inspire hauora in communities is through shared spaces and experiences shared across multiple generations.

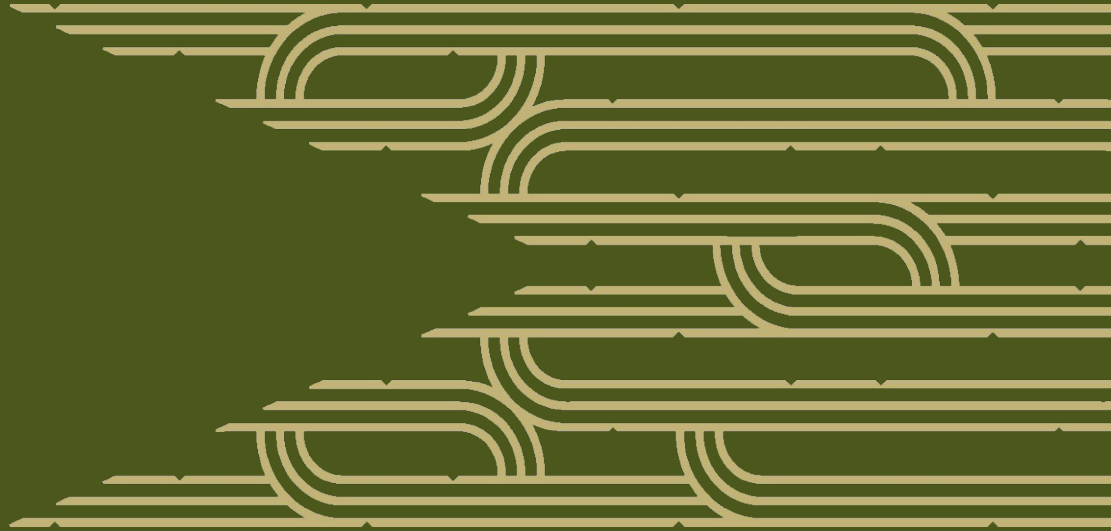
And the best people to do this are those unsung local heroes at our sports clubs, marae, community groups, and local events – who best weave together our people.

They're where connection thrives, where culture is celebrated, and where skills, stories, and support are shared with everyone.

Offering more than simply activities, they offer belonging, purpose, and the chance to strengthen the community we call home and represent proudly. To create positive moments and lasting memories that bring whānau and friends together.

And that's why we believe hauora is best nurtured right here where it begins: in the heart of our homes and community, through the people and places that make it special.





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