

Understanding Where You Are



Given a worse option

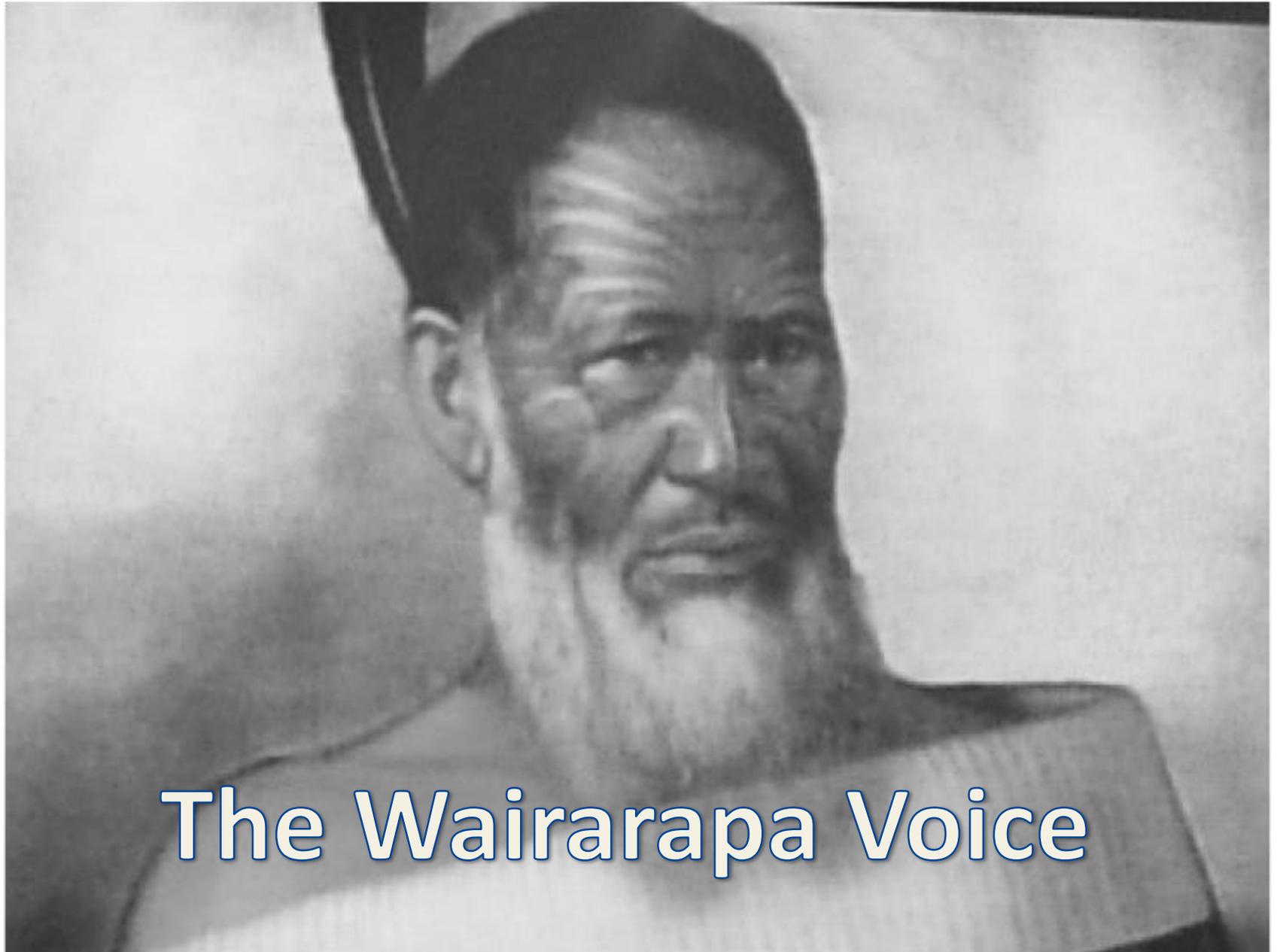
To see the asset



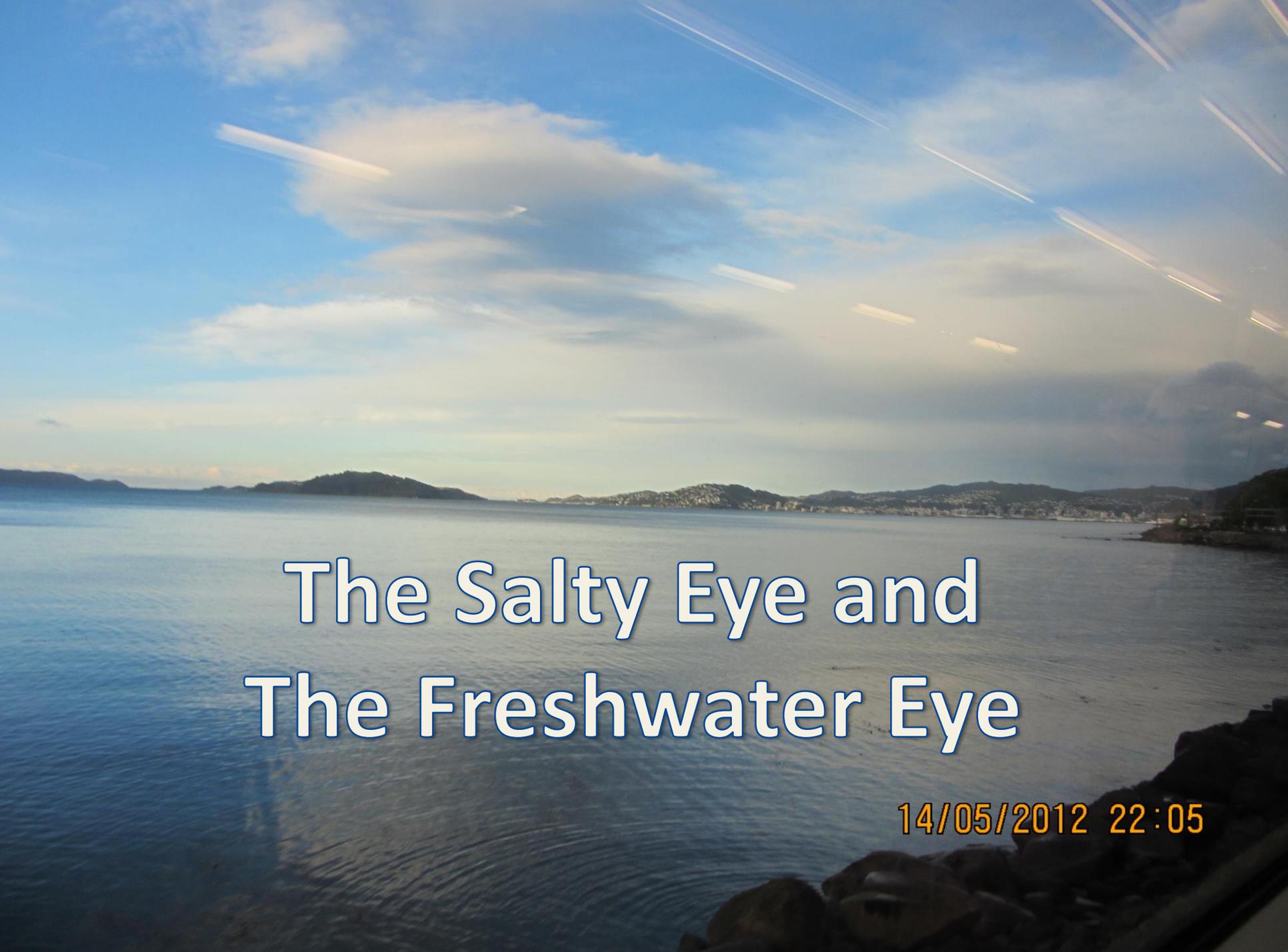
From the cheese

Then there's the risk





The Wairarapa Voice



The Salty Eye and The Freshwater Eye

14/05/2012 22:05



NKII
JUST START IT



Strategic Planning





This is the day we have been waiting for.

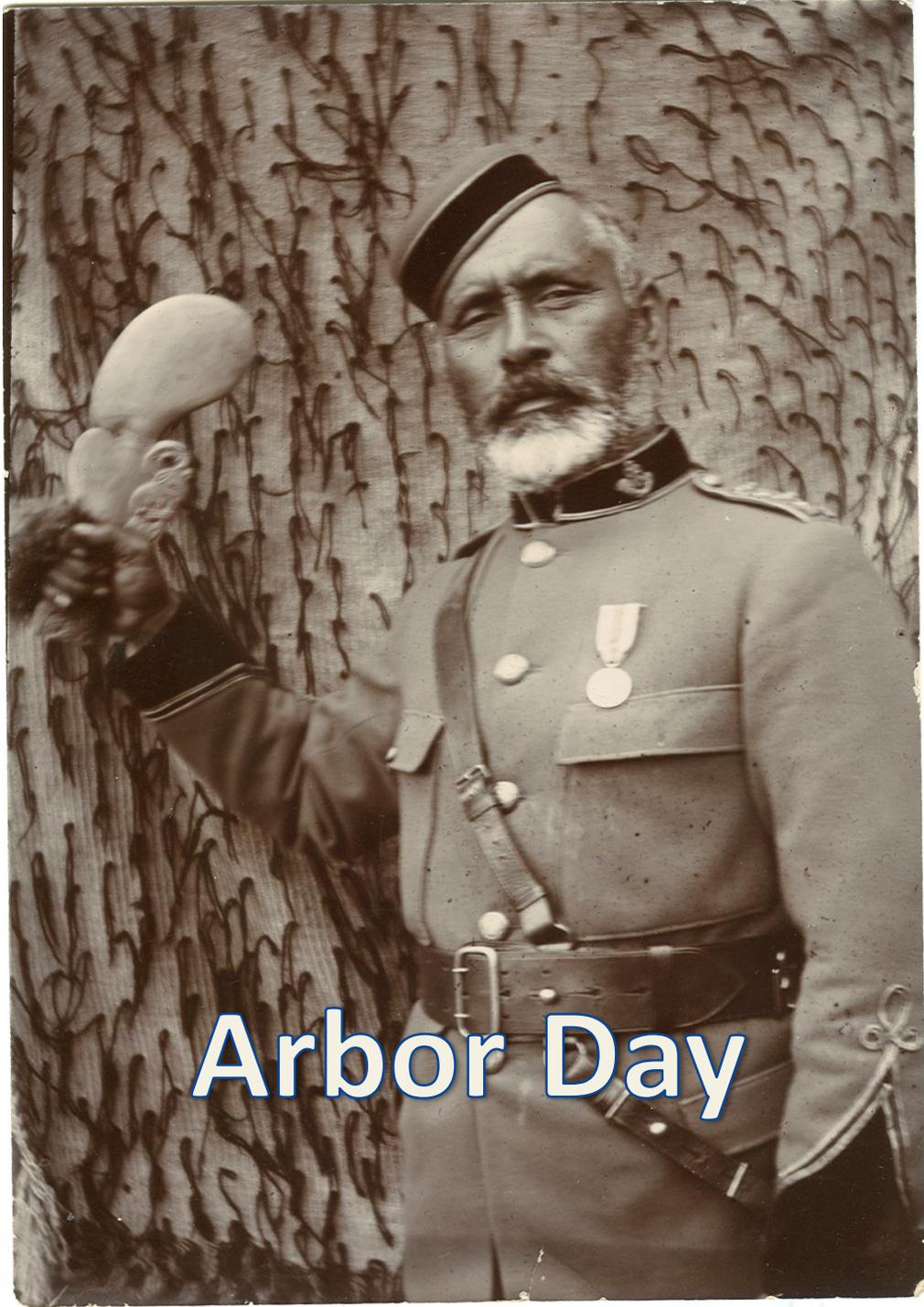


**when rangatahi fulfilled prophecy,
Wairarapa reo returning home.**

Could our solutions already be here?



HEALTH: 1898's SANITARY COMMITTEE
EDUCATION: WHARE WANANGA
WHANAU VIOLENCE: NUKUPEWAPEWA'S LIBERATION MODEL
WOMEN'S ROLES: THE ROLE OF NINIWA
AUAHI KORE: THE INSTRUCTIONS OF PAORA POTANGAROA
ENVIRONMENT: TUNUIARANGI'S MOEMOE
BUSINESS: THE TRADE OF A LIVING WAIRARAPA MOANA
MANAAKITANGA: THE PURAKAU ABOUT TUTAWAKE



Arbor Day

The background is a vibrant red color, densely populated with numerous water droplets of varying sizes, some in sharp focus and others blurred. A large, stylized wave graphic curves across the middle of the image. The wave is composed of a white base with a grey halftone dot pattern, topped with a thin yellow line. The text is centered over the wave.

Wairarapa

CLASSIC

The Mauri of the Tangata



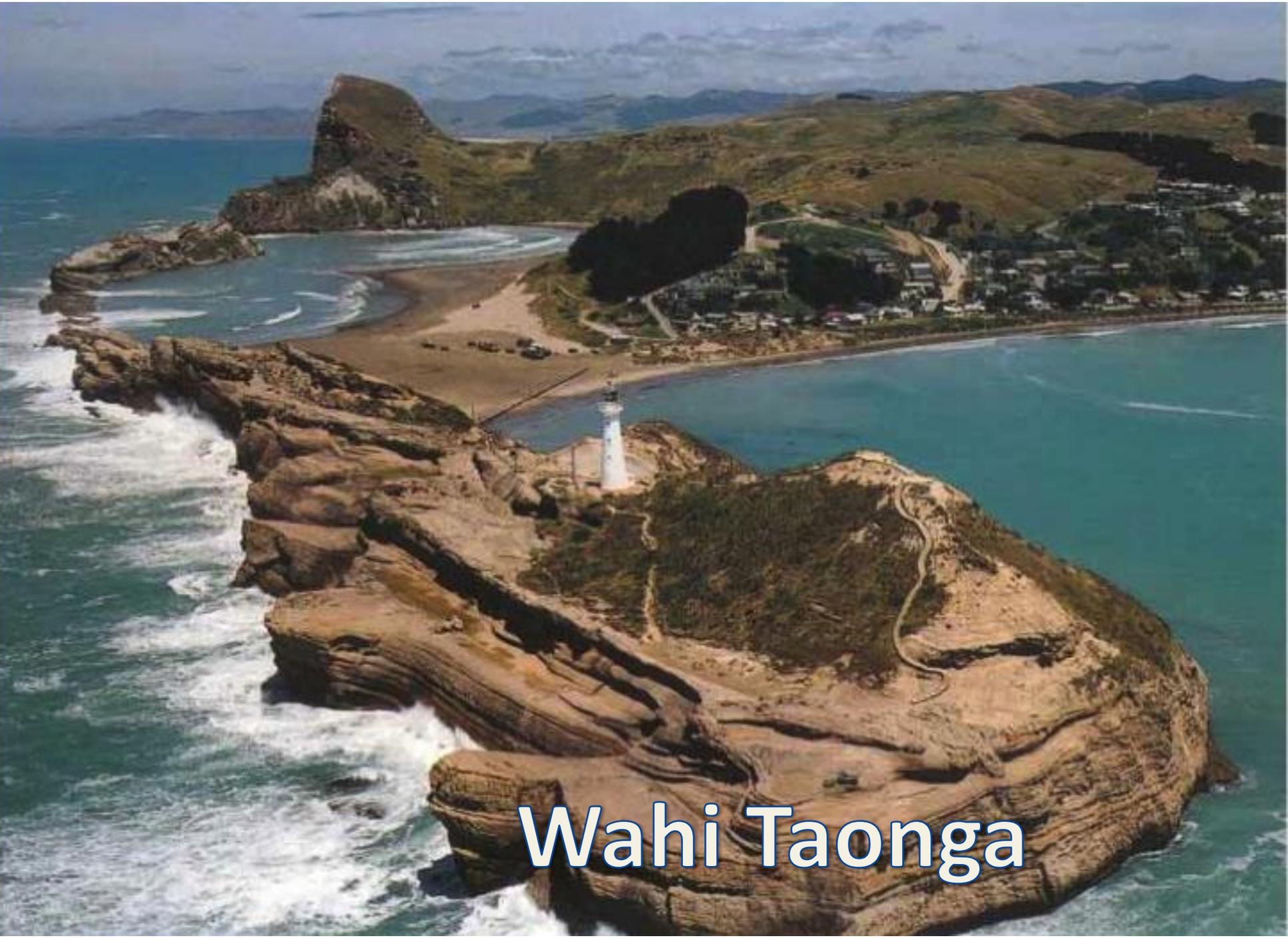
The Mauri of the Whenua



Regional Policy Statements

Whaitua





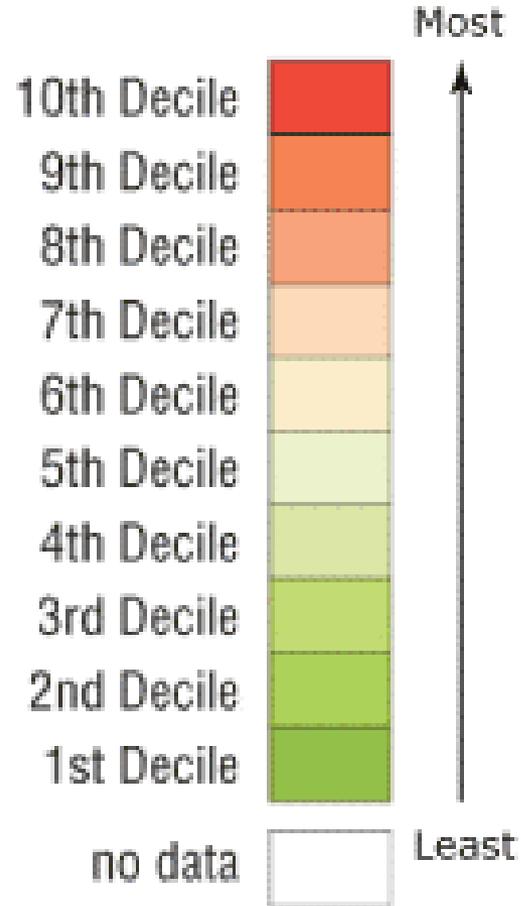
Wahi Taonga



Wahi Tipuna



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VISION WAIRARAPA

SOCIAL IMPACT

VISION WAIRARAPA



VISION WAIRARAPA - BRANDING



AIR NUKUPEWAPewa
(flying Maori since 1825)

WAIRARAPA VISION - BRANDING



VISION WAIRARAPA - BRANDING



Wairarapa

Homeland Security



Fighting Terrorism Since 1760



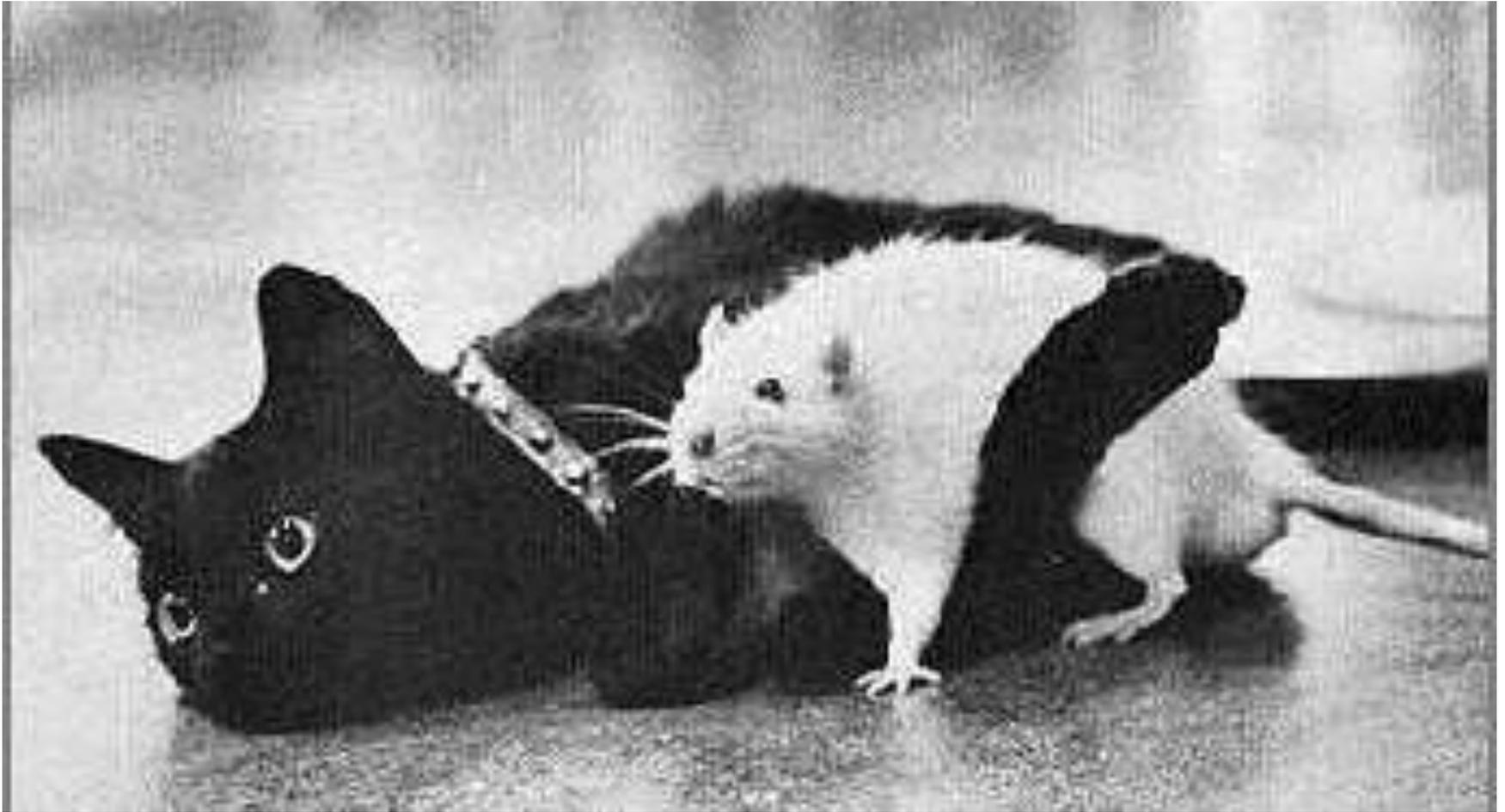
VISION WAIRARAPA

- Wairarapa means Glistening Waters
- Is the name the brand?
- The name has mana – Kupe, Haunuihanaia
- Not a brand with hype
- A tuturu or authentic name

VISION WAIRARAPA - RELATIONSHIPS



VISION WAIRARAPA - RELATIONSHIPS



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