

Marketing & Communications Takitahi 2021

Our purpose, strategic priorities and values

THE TAKITAHİ WEAVE

The woven representation of the Unitec Renewal Strategy is called 'Takitahi' - to weave over one strand, then under the other strand. Takitahi is a symbol that represents synergy, cohesion and strength. Each and every strand - and each of our values and goals - needs to be woven together in unity to create the weave.

Maximise financial and non-financial ROI across our recruitment, marketing and communications activities

KAITIAKITANGA
Guardianship

Build brand love, reputation and engagement with our key communities across Tāmaki Makaurau and offshore

RANGATIRATANGA
Authority and Responsibility

Led by Te Noho
Kotahitanga we manaaki
the success of our learners
and communities

NGĀKAU MĀHAKI
Respect

Deepen our internal partnerships to engage, inspire and support Unitec staff and stakeholders so they're better able to support student success

WAKARITENGA
Legitimacy

Showcase excellence and support student success across Unitec and its communities

MAHI KOTAHITANGA
Co-operation