



Agency Profile

Ki te ao marama!
Tihei Mauriora e!



William Stewart

Managing Director

Tēnā koe,

I just wanted to say how much I appreciate this opportunity to introduce Mauriora and the work that we do. We hope you enjoy this glimpse of the Mauriora story so far, and we are very much looking forward to working with you on the next chapter.

Mauriora kia tātau!

EDUCATION

1995 – 98 Sacred Heart College, Auckland

1999 Whakatāne High School, Whakatāne

QUALIFICATIONS

Bachelor of Management Studies (BMS) | University of Waikato

1st Major: Marketing & International Management

2nd Major: Māori

EMPLOYMENT

2006 – 2009 Media Advisor | Tourism New Zealand

2010 – Present Managing Director | Mauriora Marketing & PR Ltd

GOVERNANCE EXPERIENCE

2014 – Present Trustee, Wairaka A40 Reservation

2014 – Present Board member | Hei Manaaki Tourism Advisory Board, Te Whare Wānanga o Awanuiārangi

2011 – Present Director | NATIVConnectionNZ Ltd

2013 – 2015 Board Member, EBOP Chamber of Commerce



We breathe life Into Brands

Our role is simple: to provide end-to-end strategic marketing and business solutions that transform brands, and win hearts and minds.

We have a proven track record of helping organisations grow through the provision of clever strategy, incomparable creative and a total commitment to making a difference for our clients.

**PR, MEDIA &
COMMUNICATION
SERVICES**



Communications Management
Reputation Management
PR Strategy Development
Media Liaison & Training
Internal Communications

**STRATEGIC
MARKETING &
BRAND
MANAGEMENT**



Marketing & Brand Management
Tourism Marketing Specialists
Brand Identity Development
Social Media Strategy & Management
Market Research & Scoping
Branded Collateral & Merchandise

**CULTURAL
ADVICE AND
LIAISON**



Strategic Cultural Advice
Cultural Branding Solutions
Māori Stakeholder Engagement
Cultural Capability Building
Cultural Tourism Development

Portfolio



Social Media Strategy

EBOP ROAD SAFETY PROGRAMME

7

2015 - 16

Client:

Whakatāne District Council

Short Brief:

Engaged to manage all marketing communications activity for EBOP Road Safety, with a directive to engage Youth and Māori high-risk audiences.

Highlights:

#Don'tJimiThat Facebook video campaign receives over **3 million** views

Campaign videos also receive 1 x Bronze and 1 x Silver at the prestigious 2016 Axis Ad Awards.



Marketing Strategy **TE WĀNANGA O RAUKAWA**

2014

Client:

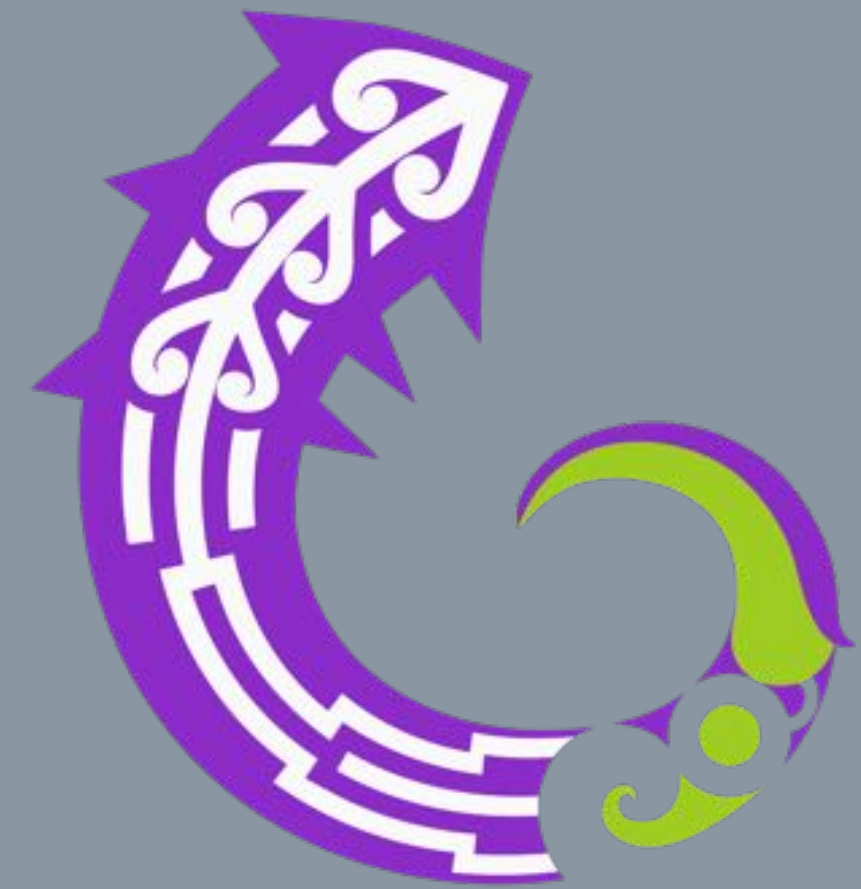
Te Wānanga o Raukawa

Short Brief:

Design, develop and execute a comprehensive brand marketing and communications strategy, including review and refinement of brand identity.

Highlights:

Refreshed and enhanced brand identity
Facebook campaign grows 'likes' from 625 to 2110
Website visitation doubled



ROTOITI 15
Ngā Rawa E Tupu

Marketing Strategy **ROTOITI 15**

2013

Client:

Rotoit 15 Trust

Short Brief:

Total strategic rebrand process - including review of existing brand, revision of brand strategy, updated brand mark and visual identity.

Highlights:

Working with Ngāti Pikiao artist Richard Francis to create a unique and powerful visual brand mark that conveys the Rotoiti 15 brand story using traditional Māori design concepts.



Marketing Strategy **AKE ACCOUNTING**

2016

Client:

Ake Accounting

Short Brief:

Develop a targeted brand and marketing communications strategy for start-up Whakatāne accounting firm Ake Accounting.

Highlights:

A seamless and concise brand and marketing strategy that integrates traditional Māori concepts and customs into a conventional business model.



Tourism Strategy MATAATUA VISITOR EXPERIENCE

2011 - 12

Client:

Te Rūnanga o Ngāti Awa

Short Brief:

Manage the successful design, development and implementation of a world-class cultural visitor experience at Mataatua Wharenui.

Highlights:

2012

Hiko: Legends Carved In Light – the Mataatua digital spectacle - wins gold in the Ngā Aho section of the New Zealand Best Design Awards.

Tourism Strategy MATAATUA

2016

Client:

Te Rūnanga o Ngāti Awa

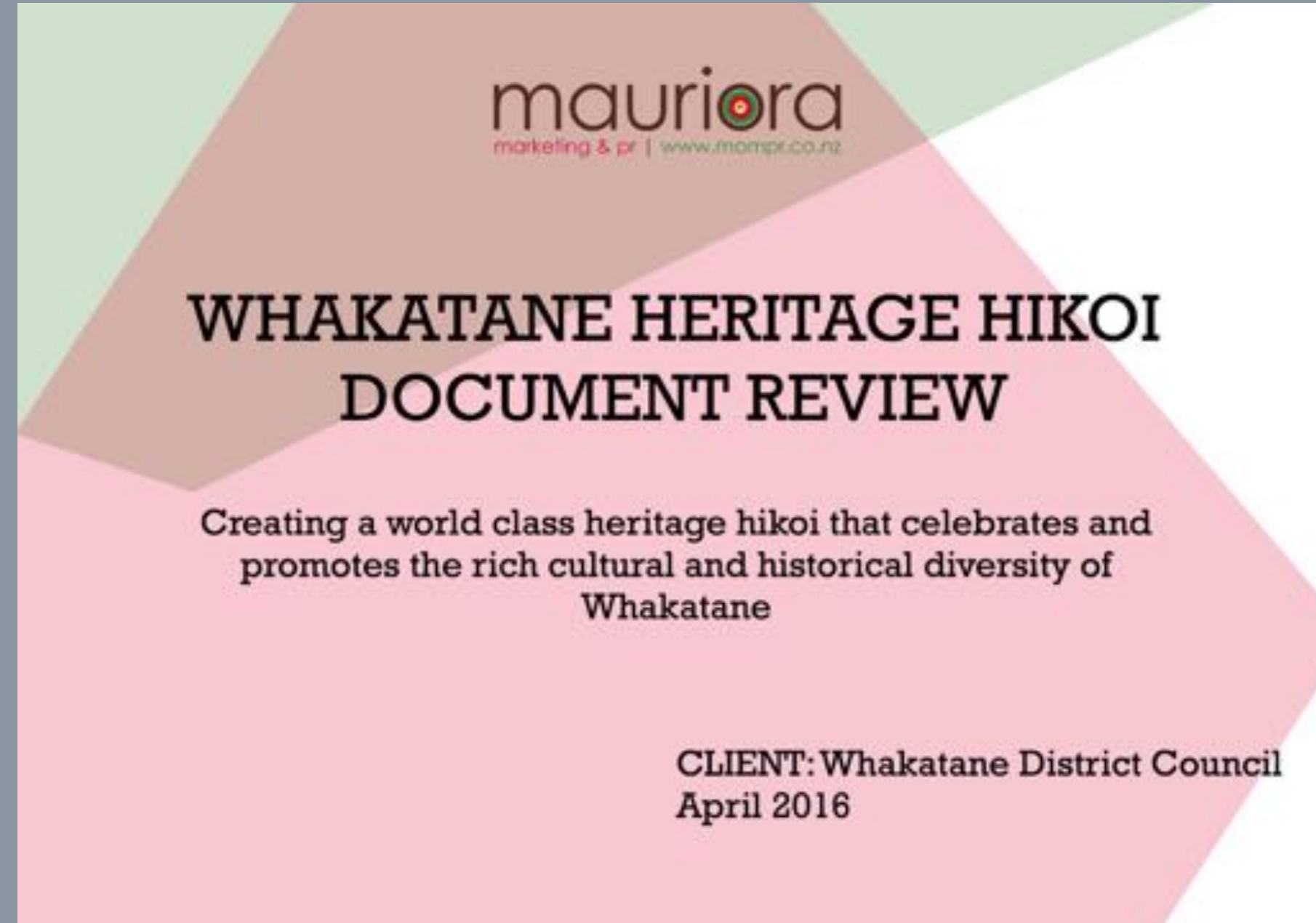
Short Brief:

Separately engaged in 2016 to develop a strategic business plan for Mataatua, Te Mānuka Tūtahi to inform TRONA appointed review committee discussion.

Highlights:

A comprehensive business planning document incorporate of a review of historical activity and recommendations to improve business performance.





Tourism Strategy WDC HERITAGE HIKOI

2016

Client:

Whakatane District Council

Short Brief:

Research and identify the common attributes of a 'world-class' cultural visitor experience to cornerstone future WDC Heritage Hikoi work.

Highlights:

Developing an evidence based framework for the development of 'world-class' heritage hikoi in Whakatāne.



Tourism Marketing & Management **MATAATUA**

2016 - 2017

Client:

Te Rūnanga o Ngāti Awa

Short Brief:

Engaged for 20 hours a week to fulfil General Manager role. Tasked specifically with improving financial position and operational systems.

Highlights:

Secured Mataatua's first ever group series booking from inbound agent Australian Pacific Touring Company

Operating sales up 30%

Operating expenditure down 17%

Tourism Marketing & Management NATIVCONNECTIONZ

2011 - Present

Client:
NATIVConnectionNZ

Short Brief:

Lead all product development, marketing and external communication services for boutique cultural tourism operator NATIVConnectionNZ.

Highlights:

Succesfully securing an inbound series tour contract from a leading travel wholesaler within the first 18 months of strategy launch.



PR & Media Services **KO NGATI AWA TE TOKI**

2010

Client:

Te Rūnanga o Ngāti Awa

Short Brief:

Develop & implement a cost effective strategy to build awareness of the 2010 launch of the Ko Ngāti Awa Te Toki iwi vision and associated DVD.

Highlights:

NZ's first social media integrated iwi website.
Te Toki film wins 'web video - not for profit' at 2010
International Academy Of Arts W3 Awards.
Over 1000 people attend launch event at Wairaka
Marae.



PR & Media Services **MATAATUA WHARENUI**

2011

Client:

Te Rūnanga o Ngāti Awa

Short Brief:

To build broad base awareness of the 2011 re-opening of the historic Mataatua Wharenuī

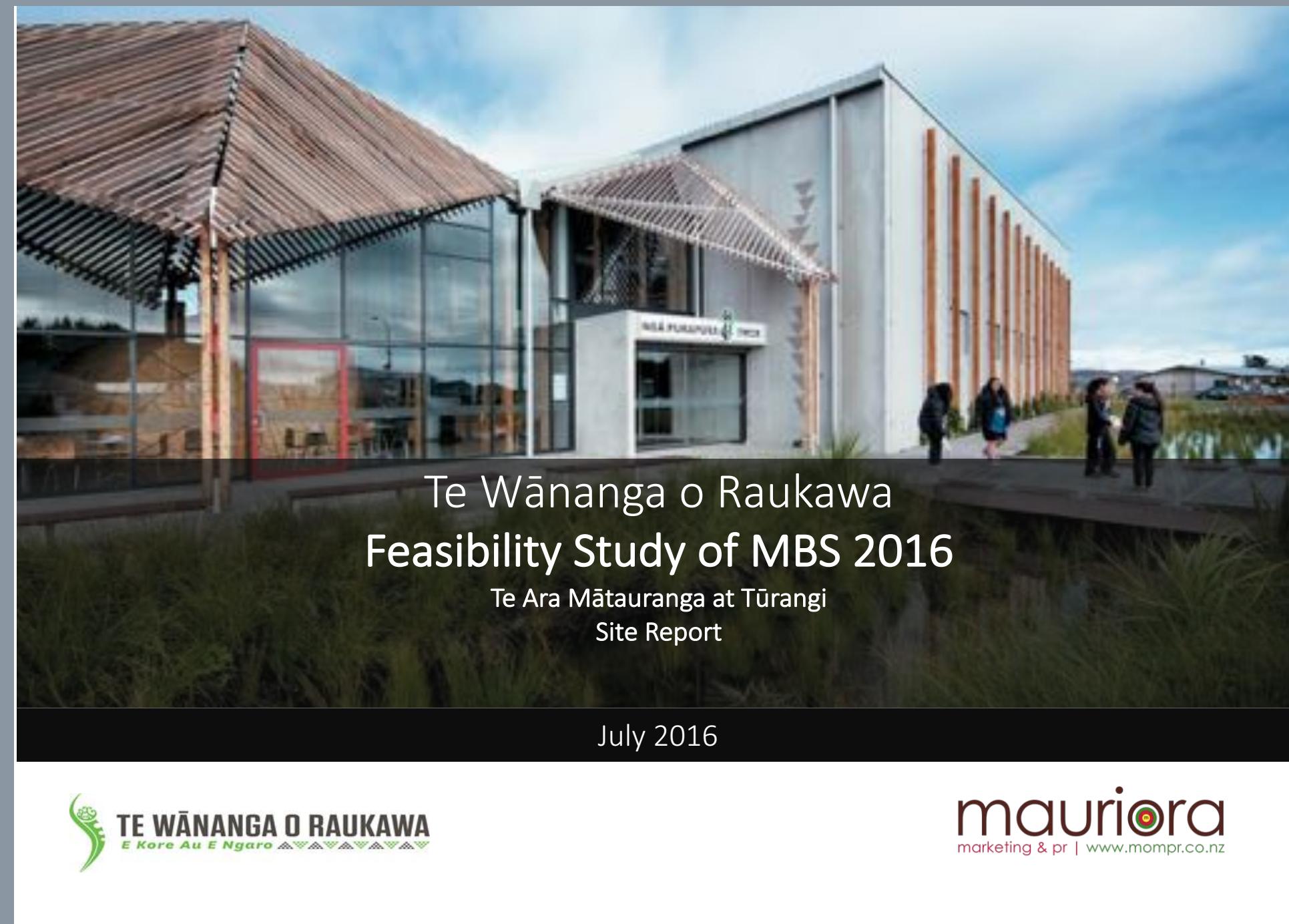
Highlights:

25 event related stories placed in local media outlets.

Event covered by TV3 News, TVNZ & Māori TV.

Event also features in a 10-page *Australian Geographic* spread - the publication's first ever non-Australian story.





Market Research TE WĀNANGA O RAUKAWA

2016

Client:

Te Wānanga o Raukawa

Short Brief:

Undertake a feasibility study of Te Wānanga o Raukawa Marae Based Studies sites and make recommendations to inform TWOR strategic planning.

Highlights:

Individual feasibility studies conducted and completed for four satellite campuses: Tūrangi, Pukekohe, Kaikohe and Gisborne.

Comms Management NAGHL DIRECTOR RECRUITMENT

2014

Client:

Ngāti Awa Group Holdings

Short Brief:

Design, develop and deliver a broad based communications campaign to widen the reach of NAGHL Director recruitment efforts.

Highlights:

An integrated multi-media awareness campaign traversing online, broadcast and print executions

Over 60 expressions of interest were eventually received for the position, the strongest and most diverse response in NAGHL history.





Event Management **EBOP EMERGENCY MANAGEMENT**

20
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2016

Client:

EBOP Emergency Management

Short Brief:

Plan and manage the Civil Defence Marae Preparedness Toolkit national launch event, including incorporation of bespoke cultural activities.

Highlights:

A half-day programme of custom cultural capability workshops to enhance event attendees knowledge and confidence when working in Māori environments.



Cultural Liaison **GLOBAL GAMES**

2016 - Present

Client:

Global Games

Short Brief:

Provide cultural advice and liaison to international sporting event specialist Global Games, including development of Marae Accommodation Programme.

Highlights:

Pōwhiri for 1000 at Kiwi Junior Rugby League Tourney
Over 700 participants hosted at local Marae.



Cultural Liaison **LIBBY AND BEN**

2015 - Present

Client:

Libby and Ben: The Creative Agency:

Short Brief:

Contribute accurate and comprehensive cultural advice to inform development of project and ensure cultural integrity and sensitivity is prioritised in all client projects.

Highlights:

Contributing cultural advice to the client's successful bid for the Christchurch Arts Centre rebrand project.



2010

W3 Web Awards

The Ko Ngāti Awa Te Toki web and social media launch project results in Te Toki web video receiving Gold in the 'web video' – not for profit section



2012

Best Design Awards

Hiko:Legends Carved in Light wins Gold award in the Ngā Aho section of the New Zealand Best Design Awards.



2016

SOLGM Awards

#DontJimiThat campaign nominated finalist in the Innovation in Council Community Relations section of the 2016 Excellence in Local Government Awards

■ Contacts

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