

2021 Waka Ama New Zealand Elected Board Member Nominee Information

Auriole Ruka – Nominated by Te Puu Ao Waka Ama

Nominee Profile

He mihi tenei kia koutou ngā kaihoe me ngā whānau o Aotearoa.

“Kotahi te kohao o te ngira e kuhuna ai te miro ma, te miro pango, te miro whero” – Kingi Potatau Te Wherowhero

The proverb by the first Maori King Potatau translated means “There is but one eye of a needle, through which white, black and red cotton are threaded.”

It is a metaphor of my commitment to weaving together thriving communities that are diverse in thinking and relationships, building a shared understanding of how we thrive together.

My name is Auriole Ruka and I am a passionate kaihoe, coach and community advocate for building healthy and thriving communities. Spanning 18 years I have seen the benefits of raising tamariki, whanau and communities in the kaupapa and sport of waka ama. Across the world we have met and become part of the many Pacifica and international families that are now part of our whanau as a result of this amazing sport.

I have decided to put my name forward as a nominee for Nga Kaihoe o Aotearoa as I know the difference the sport makes and believe I have the skills and experience to contribute to the Board, particularly in response to the challenges that are currently facing our sport.

Below is a summary of my skills and experience:

- Deeply committed to a robust Te Taitokerau, Northland economy and actively involved in building networks that support social and Maori enterprises, including our own company and gym Common Grounds Fitness, Whangarei.
- Trustee roles on the Chamber of Commerce Board, Northland, and Hihiaua Cultural Centre of Excellence.
- Contractor for Stuff NZ Media writing articles that promote local and Māori businesses.
- Completing a thesis for the fulfilment of a master’s business degree at Auckland University and Technology (AUT) that focuses on the career aspirations of young Maori women in Te Taitokerau and the influencers that impact their career decisions and success.
- In 2006, spear-headed the establishment of two charitable trusts: Whangarei Accessible Housing Trust (WAHT) and Te Puu Ao Charitable Trust. WAHT was established to meet the urgent housing need of people with disabilities in the region and in partnership with communities, philanthropic trusts, and central government the trust secured funding resulting in a housing portfolio of 28 houses in Whangarei and Auckland.
- Currently employed at the Northland Regional Council, newly appointed to the General Manager role for Governance and Engagement.

More importantly, I love the people and communities in our sport and will bring all these skills and experiences to be of service to our clubs and regions so that our mokopuna can

continue to thrive in this beautiful sport and kaupapa of waka ama – outrigger canoeing in Aotearoa.

Mauri ora kia tātou katoa,
Auriele Ruka
Kaihoe o Te Paerangi, Te Puu Ao
Ngāpuhi, Ngāti Tuwharetoa

Nominee statement: Why you wish to be a Board member of Nga Kaihoe o Aotearoa (Waka Ama New Zealand)?

I am passionate about the difference Waka Ama makes in Aotearoa and believe that my skills and experience will add value to the governance role of Nga Kaihoe, particularly in the current environment. Waka Ama offers our communities pathways to hau ora that is unique and critical for the resilience of our communities across a diverse range of ethnicities. There are many challenges and also many opportunities to lead a way through and this is why I have put myself forward to be considered as a Board member.

Please identify below the key skills from the Board Skills Matrix (below) which you believe you will bring to the role, and provide evidence of those skills in the space below:

Marketing and Communications

- Managed electoral campaigns for regional and central government elections
- Project managed local and regional events e.g. InnoNative markets, Hihiaua Cultural Centre exhibitions and events, community fundraisers
- Writer for Stuff NZ to promote local and Maori businesses in Northland

Financial literacy and analytical ability

- Bachelor Business with a major in accounting and management – NorthTec/Waikato University
- Ability to understand financial reports and investment portfolios for e.g. holding senior management roles where I was responsible for providing regular financial reports and analysis for governance committees holding contracts with variety of Ministries and investment portfolios of up to \$25million including a range of assets and management of 200 plus staff.

A knowledge of Tikanga Māori,

Te Reo Māori and the Values of Waka Ama NZ

- Bachelor Māori Performing Arts – Te Whare Wananga o Awanuiarangi
- Medium fluency of te reo Māori and a commitment to tikanga Māori within the context of waka kaupapa.
- Our whanau run tikanga programmes, workshops and wananga both voluntary and contracted by Te Wananga o Aotearoa.
- Coach for whanau to share our love and passion for waka in our communities, passionate paddler for Te Paerangi Waka Ama and Te Puu Ao Waka Ama Club.
- Established Te Puu Ao Waka Ama club in 2004 with our sister club Orakei Water Sports with a vision to build a world that fosters rangatira/champions in Aotearoa.

Strategic Thinking

- 19 years in senior management roles across the not for profit sector, maori trusts and local government (currently as the General Manager – Strategy, Governance and Engagement for Northern Regional Council).

Good understanding of the principles of Governance and Management

- Have held roles in both governance and management – currently a trustee for Hihiaua Cultural Centre, Te Puu Ao Charitable Trust. In the past a board member for Chamber of Commerce, Whangarei Accessible Housing Trust and Jubilee Trust. Many of these roles are an enduring commitment to building the capacity and capabilities of our communities to be resilient and healthy.

Ethical, open, honest, trustworthy, high levels of integrity

- Born and bred in Te Taitokerau by proud parents and grandparents who taught the importance of living with the values of tika, pono and aroha.

Whole of Board Skills Matrix 2015- 2020 and beyond

Leadership	Financial literacy and analytical ability	Outcomes focused
Marketing & Communications	Inter-personal communication skills	Ethical, open, honest, trustworthy, high levels of integrity
Ability to understand and relate to stakeholders	Ability to work as a team player	Business acumen
The Sport of Waka Ama knowledge	Strong local and national community connection, credibility and networks	Ability to establish quality relationships
A knowledge of Tikanga Māori, Te Reo Māori and the Values of Waka Ama NZ	Knowledge and application of Te Tiriti o Waitangi in governance	Commitment to diversity and inclusion
Strategic Thinking	Knowledge of legal issues relating to business or the not for profit sector	Good understanding of the principles of Governance and Management

Please identify how you would apply the Values of Waka Ama New Zealand at a governance level:

At a governance level application of these values is how we ensure the decisions we make are in recognition of the communities we represent. It is about role modelling a high level of integrity in how we represent the board ensuring confidentiality and privacy of the information we have access to, having rigorous debates and discussion that are respectful of a range of views, standing by and upholding the consensus decisions so that it builds confidence of others that the board can be trusted, is strategic in their thinking. Pragmatically it means preparing for meetings, reading the information that is required and being organised to attend meetings. Most importantly, it is about utilising our skills and

experiences to manaaki our kaihoe, whanau and communities to share their passion and love for the kaupapa of waka ama