

## **2021 Waka Ama New Zealand Elected Board Member Nominee Information**

Kiwi Campbell – Nominated by Horouta Waka Hoe Club

### **Nominee Profile**

Kia ora koutou katoa. Ko Kiwi Campbell toku ingoa. He uri ahau nō Ngāi Tahu, no Te Whanau a Apanui me Ngāti Porou. I have been involved in waka ama for the past 28 years. I have and continue to be a paddler, coach, manager, administrator, committee member at all levels - club, regional, high school, national and international. As a coach I have attained 20 world championship titles for NZ and held numerous national and international records as a coach and paddler. I have been involved with my club, Horouta Waka Hoe, for many years assisting with its success in being the top club in Aotearoa for 10 of the last 11 years since the award was initiated and also the top club in the world on the only occasion this award has been made at the last World championship held in Tahiti in 2018.

Waka Ama has played a huge role in my life not only as a sport but as a lifestyle that I and my whanau have enjoyed for many years. Many of the skills I have learnt I have been able to pass on to rangatahi with the hope that it will create strong leaders in our sport. Waka Ama has given me so much and in return I will continue to contribute to this sport I love.

I have also worked in the tertiary sector at both Tairāwhiti Polytechnic & the Eastern Institute of technology for 16 years, holding various roles including, Tutor, Program Coordinator, Program development, Marketing, Strategic planning, Event planning & management, Community liaison and High School liaison. Currently I am a contractor working a nationwide pilot program supported by Sports New Zealand, the Ministry of Health and the Ministry of Education under the banner Tapuwaekura. This programme uses Mataurangi Maori as the basis of reconnecting to the taiao by using the Atua Matua framework which aims to promote and improve wellbeing of tamariki and rangatahi through quality physical activity and healthy eating and drinking in schools, kura and learning services across Aotearoa.

As a Board member I would like to create more opportunities for the development of our sport nationally and internationally and support initiatives to promote waka ama for inclusion in the Commonwealth and Olympic Games. I will continue to contribute to waka ama across all levels of local and national participation and support our rangatahi and tamariki to become strong leaders in our sport.

After almost a lifetime involvement with all facets of waka ama coupled with a career in the tertiary sector, I feel I am well positioned to serve you all - ngā kaihoe o Aotearoa!  
Tēnā koutou katoa

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

I have been involved in waka ama for 28 years and have seen the sport evolve from its humble beginnings to what it is now. I offer a broad range of skills that can create more opportunities for the development of our sport nationally and internationally and also for our

rangatahi and tamariki. My marketing background will enable me to assist in lifting the profile of waka ama to our target groups. My current mahi allows me to assist with modelling Maturanga Maori and ikanga processes within our sport and creating dynamic capability amongst our members. The benefits of waka ama are not just physical - now is the time we should utilise waka ama to reinvigorate the culture of our tipuna. Finally, I would also like to support and assist with the work being done to get our sport in the Commonwealth and Olympic games.

**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:**

Specifically in the key skills highlighted in blue, yes to: Marketing and Communication; Tikanga Māori, Reo Māori and the Values of Waka Ama; Ethical, open, honest, trustworthy and high level of integrity and Good understanding of principles of Governance and Management. And in terms of waka ama, yes I think I'm a strategical thinker.

Regarding the other skill sets, yes to: Leadership; Outcomes focused; Interpersonal communication skills; Ability to work as a team player; Ability to establish quality relationships; Strong local and national community connection; Knowledge of Te Tiriti o Waitangi; Waka ama knowledge; Understand and relate to stakeholders; and a commitment to diversity and inclusion.

**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:**

The values of waka ama guide me in my day to day life.

Manaakitanga: I have and continue to give back to a sport which has given me so much by - offering free waka ama workshops to isolated communities across the country, kaumatua, schools at all levels, people with disabilities and impairments, rangatahi, competitive teams and elite teams.

Hauora: I'm a true believer of leading by example when it comes to hauora. I lead many health initiatives in my community and across the country which is well documented on social media platforms. I encourage people at all levels of fitness whether they are beginning their journey or those that like to be challenged.

Whanaungatanga: Is important to me and is a critical factor in building team strength and unity which is vital to team success. Recognising and building individual mana insures the collective strength of the many.

Tu Tangata: Live by the code you live by and treat people how you would like to be treated. Be passionate in what you do and do so with integrity and respect.