

TE MAEVA NUI O AOTEAROA

New Zealand Charitable Trust

COMMUNICATION POLICY

Settlement Navigator Programme & Trust-Wide

“Kōrero — Open, honest communication in everything we do.”

Version 1.0 | 2025 – 2028 | Charities No. CC63023

Policy Detail	Information	Detail
Policy Owner	Board of Trustees, TMNNZ	Adopted by Board Resolution
Review Cycle	Annual (or following a significant communication incident)	Next Review Due: 2027
Applies To	All staff, Navigators, volunteers, and Trustees	All TMNNZ programmes and activities

1. Purpose — He Kaupeka Matua

This Communication Policy sets out the standards, protocols, and expectations that govern how Te Maeva Nui O Aotearoa New Zealand Charitable Trust (TMNNZ) communicates — with the clients we serve, within our own team, with partner agencies and funders, with the Cook Islands and wider Pacific community, and with the public through media and digital channels.

Communication at TMNNZ is not a technical function — it is a deeply cultural one. The way we speak, write, listen, and share reflects who we are as Cook Islands people and what we stand for as an organisation. Every word we use, every message we send, and every conversation we hold is an expression of our values.

This policy exists to ensure that all TMNNZ communication is consistent, culturally grounded, honest, and of the highest quality — whether it is a Kia Orāna greeting at the airport, a post on social media, a letter to a funder, or a press release to a national news outlet.

Tuatua — The Communication Standard

“Tuatua means open, honest communication. At TMNNZ, we say what we mean, we mean what we say, and we speak with the courage and care that our people deserve.” — TMNNZ Strategic Plan 2025–2028

2. Scope — Te Rohe o Tēnei Kōrero

This policy applies to all communication involving TMNNZ, including:

- Internal communication between staff, Navigators, volunteers, and Trustees
- Client communication — all contact with people receiving support through the Settlement Navigator Programme
- Community communication — engagement with the Cook Islands and Pacific community in Auckland and beyond
- Partner and funder communication — correspondence with government agencies, partner organisations, and funding bodies
- Media communication — all engagement with print, broadcast, online, and social media
- Digital communication — website, email, social media platforms, and any other digital channel used by TMNNZ
- Cook Islands Government communication — all correspondence and reporting with the Cook Islands Ministry of Health and other government bodies

This policy applies to all staff, Navigators, volunteers, and Trustees in their capacity as representatives of TMNNZ, whether communicating during work hours or otherwise where TMNNZ is identified or implied.

3. Our Cultural Foundation — Tō Tātou Tūāpapa

Every aspect of TMNNZ's communication is shaped by our Cook Islands values and our commitment to being a genuinely Cook Islands organisation — not a Western organisation that uses Pacific language as decoration.

Cook Islands Value	Meaning	How It Shapes Our Communication
Kōrero	Open, honest communication	We communicate transparently, truthfully, and with courage. We say difficult things with kindness rather than avoiding them.
Tuatua	Trust	We earn trust through consistent, honest communication. We never mislead clients, funders, or the public.
Manaaki	Dignity	Every communication — written or spoken — honours the dignity of the person receiving it. No one is diminished by our words.
Inangaro	Love	We communicate from a place of love for our people. Our tone is always warm, even when the message is difficult.
Tūturu	Integrity	We stand behind what we say. Our public communications, our client communications, and our internal communications are all consistent.
Whanaungatanga	Community & belonging	We communicate in a way that builds connection — within our team, with our clients, and with our wider community.
Rangatiratanga	Self-determination	We speak for ourselves. We advocate with confidence for Cook Islands people and do not allow others to speak for us or misrepresent us.

4. Language Policy — Reo Māori Kūki 'Āirani

Language is at the heart of cultural identity. Reo Māori Kūki 'Āirani — the Cook Islands language — is not a second language for Cook Islands people. It is the language of the heart, of prayer, of the home, and of the ancestors. TMNNZ is committed to honouring and revitalising this language in all its communications.

4.1 Cook Islands Language Standards

- All client-facing TMNNZ documents — including intake forms, settlement plans, welcome letters, and informational materials — must be available in both English and Reo Māori Kūki 'Āirani.
- Every client interaction begins with Kia Orāna. This is a non-negotiable communication standard, not a suggestion.
- TMNNZ social media, website content, and public-facing materials must incorporate Reo Māori Kūki 'Āirani phrases, greetings, and cultural language in a respectful and accurate way.
- Cook Islands language phrases must not be used incorrectly, superficially, or as mere decoration. Where Cook Islands language is used in public communications, it must be accurate and contextually appropriate.
- At least one Navigator must be a fluent Reo Māori Kūki 'Āirani speaker available to support clients whose preferred language is Cook Islands Māori.
- Interpreter support must be arranged for significant meetings, medical appointments, or legal discussions where a client's preferred language is Reo Māori Kūki 'Āirani and no fluent Navigator is available.

4.2 Plain Language Standard

Whether communicating in English or Reo Māori Kūki 'Āirani, all TMNNZ communications must use plain, clear language that is accessible to people with varying levels of formal education and literacy.

- TMNNZ does not use unnecessary jargon, acronyms, or technical language in client communications.
- Complex information — such as benefit eligibility, tenancy rights, or medical procedures — must be explained in plain language and checked for understanding with the client before moving on.
- Where written materials cannot adequately convey important information, the Navigator must supplement written communication with a verbal explanation.
- TMNNZ communications aim for a reading level accessible to a broad community audience.

4.3 Te Tiriti o Waitangi and Māori Language

TMNNZ operates in Aotearoa New Zealand, the land of Te Tiriti o Waitangi. While our primary cultural identity is Cook Islands, we respect and honour the place of te reo Māori as an official language of New Zealand. TMNNZ will:

- Use place names in both English and te reo Māori where appropriate (e.g. Tāmaki Makaurau Auckland, Aotearoa New Zealand)
- Respect the distinct identity of Reo Māori Kūki 'Āirani as separate from and not interchangeable with te reo Māori
- Build respectful relationships with iwi and Māori organisations in the service of shared community wellbeing goals

5. Client Communication Standards

Communication with clients is the most important communication TMNNZ undertakes. The standards in this section apply to all contact between Navigators, staff, and the people we serve.

5.1 Core Client Communication Standards

Communication Type	Standard
First contact — in person	Begin with Kia Orāna. Introduce yourself by name and role. Offer seating and refreshments before any discussion. Use the client's preferred language.
First contact — by phone	Answer with: "Kia Orāna, Te Maeva Nui O Aotearoa, [name] speaking — how can I help you?" Return all voicemails within one working day.
Written communication — letters	Use the TMNNZ letterhead template. Address the client by their preferred name. Write in plain language. Provide a bilingual version for significant letters.
Written communication — email	Use a professional TMNNZ email address. Include a culturally appropriate greeting. Respond to client emails within two working days.
Text messages (SMS)	Used for appointment reminders and brief check-ins only. Always identify yourself as TMNNZ. Do not discuss sensitive information via SMS.
Video calls	Used for whānau connection facilitation and remote client support. Ensure privacy before beginning. Begin with Kia Orāna.
Interpreter-assisted communication	When using an interpreter, speak directly to the client — not to the interpreter. Allow additional time. Confirm understanding with the client directly.

5.2 Communicating Difficult Information

There are times when Navigators must communicate difficult information to clients — a medical prognosis, a housing decline, a benefit decision, or a limitation on what TMNNZ can offer. These conversations require particular care and skill.

- Difficult information is always communicated in person where possible — never by text message, and rarely by email alone.
- Before delivering difficult news, the Navigator ensures the client has support present — a whānau member, a community elder, or a trusted person.
- The Navigator uses the value of Akaaro Ngākau (compassion) — meeting the person where they are, acknowledging their feelings before moving to practical next steps.
- Where the client is a Cook Islands health referral patient receiving difficult medical news, the Navigator works with the clinical team to ensure cultural safety in the delivery of that information and that a Pure (prayer) is available if the client desires it.
- Following any difficult communication, the Navigator makes a follow-up contact within 24 hours to check on the client's wellbeing.

5.3 Informed Consent in Communication

Clients must always give informed consent before their information is shared, before they are recorded in any way, or before their story is used in any public-facing TMNNZ communication. Refer to the Referral Information Policy for detailed information-sharing standards.

- Consent for communication purposes must be explicit, specific, and freely given. Clients must understand exactly what they are consenting to.
- Consent may be withdrawn at any time. TMNNZ will honour withdrawal of consent promptly and without any negative consequence to the client's access to services.
- Client stories, photographs, or testimonials used in any TMNNZ publication, presentation, or social media post must have prior written consent. The client must have seen and approved the specific content before it is published.

6. Internal Communication — Within the Team

The way we communicate within our team reflects the same values we bring to our work with clients. A team that communicates well — honestly, respectfully, and with care — is a team that serves our community well.

6.1 Internal Communication Standards

- All internal communication must be respectful, professional, and consistent with TMNNZ values. The warmth and dignity we extend to clients must also be extended to colleagues.
- Important decisions, programme changes, and matters affecting staff must be communicated by the Programme Coordinator in a timely and transparent way — consistent with the good faith obligations of the Employment Relations Act 2000.
- Staff are entitled to raise concerns, ask questions, and contribute ideas through any appropriate internal channel without fear of negative consequence.
- Internal disagreements are managed through direct, respectful conversation. Where direct conversation does not resolve a matter, the Programme Coordinator provides mediation support.

6.2 Team Meetings

Regular team communication through scheduled meetings is essential for a coordinated, informed, and connected team.

Meeting Type	Frequency, Purpose & Format
Full team meeting	Monthly. All staff and Navigators. Programme updates, shared learnings, cultural connection, and team wellbeing check-in. Opens with Kia Orāna and a Pure where the team desires.
Navigator supervision	Monthly (individual). Each Navigator meets with the Programme Coordinator for case review, professional development, and wellbeing support.
Group reflective practice	Quarterly. Navigators share learnings from client work, discuss challenges, and support one another. Facilitated by Programme Coordinator or external supervisor.
Board meetings	Quarterly (minimum). Programme Coordinator presents programme report. Board reviews finances, policy, and governance matters. Minutes recorded and approved.
Emergency / critical incident meetings	As required. Convened within 48 hours of a critical incident. All relevant staff and Board Chair participate.

6.3 Written Internal Communication

- Email is the primary written channel for internal communication. Staff must check and respond to TMNNZ emails at least once per working day.

- Sensitive matters — including performance concerns, client safeguarding issues, and financial matters — must not be discussed via personal messaging apps or social media platforms.
- Client information must never be shared via personal email or messaging. All client-related communication must occur through TMNNZ's secure case management system or authorised email accounts.
- Important decisions made verbally in meetings must be followed up in writing (email or minutes) to ensure clarity and accountability.

7. Community Communication — Engaging Our People

TMNNZ exists because of and for the Cook Islands community in Aotearoa. Our communication with the community must reflect the deep relationship of trust, love, and shared identity that underpins everything we do.

7.1 Community Engagement Standards

- TMNNZ communicates with the Cook Islands community in a way that is inclusive, culturally grounded, and in the community's preferred language wherever possible.
- Community announcements — regarding events, services, or matters affecting the community — are shared through Cook Islands church networks, community groups, and TMNNZ's digital channels.
- TMNNZ listens to the community. Community feedback is actively sought, genuinely considered, and responded to. We do not communicate at our community; we communicate with them.
- Elders (Kaumātua) are consulted and their wisdom is sought before significant announcements or decisions that affect the community.
- TMNNZ does not make public statements on behalf of the Cook Islands community without appropriate community consultation.

7.2 The Te Maeva Nui NZ Festival — Community Communication

The Te Maeva Nui NZ Festival is TMNNZ's flagship event and the largest Cook Islands cultural festival in the world. Communication relating to the Festival must:

- Celebrate Cook Islands culture, language, and identity with accuracy, pride, and respect
- Be bilingual — English and Reo Māori Kūki 'Āirani — in all promotional and event materials
- Represent all Cook Islands islands and communities equitably — not only the most prominent
- Credit performers, cultural groups, and community contributors accurately and generously
- Be coordinated through designated communications roles to ensure consistency and quality

8. Partner & Funder Communication

TMNNZ's relationships with partner agencies and funders are built on trust, transparency, and mutual accountability. The quality of our communication with these stakeholders directly affects our ability to secure the resources and partnerships needed to serve our community.

8.1 Communication with Government Agencies

TMNNZ communicates regularly with government agencies including the Ministry of Social Development, Te Whatu Ora, Te Puni Kōkiri, Auckland Council, and the Cook Islands Government. All communication with government agencies must:

- Be accurate, factual, and consistent with TMNNZ's published positions and policies

- Be authorised by the Programme Coordinator or a Trustee before being sent
- Represent the needs and voices of Cook Islands and Pacific communities honestly and with advocacy — not simply tell government what it wants to hear
- Maintain the professional standing of TMNNZ as a credible, trusted community organisation

8.2 Funder Reporting & Communication

Funders invest in TMNNZ's mission because they trust us to use their resources well and to report honestly on outcomes. All funder communication must reflect that trust.

Communication Type	Standard
Funding applications	Accurate, evidence-based, and consistent with TMNNZ's Strategic Plan and current programme activity. Approved by the Board before submission.
Progress and milestone reports	Submitted on time, in the format required by the funder, and containing accurate data from the case management system. Highlights and challenges reported honestly.
Financial acquittals	Completed by the Treasurer, reviewed by the Programme Coordinator, and approved by the Board. Submitted within funder deadlines. Discrepancies explained transparently.
Outcome reports	Use de-identified client data from the Ora Wellbeing Assessment system. Do not overstate outcomes or make claims unsupported by the data.
Ad hoc funder correspondence	Respond to funder enquiries within five working days. All significant funder correspondence is copied to the Programme Coordinator and retained on file.
Funder relationship meetings	Attended by the Programme Coordinator and/or a Trustee. Minutes or notes taken. Follow-up actions recorded and actioned within agreed timeframes.

8.3 Communication with Partner Agencies

TMNNZ maintains active referral and collaboration relationships with a wide range of community organisations, health providers, and social services agencies. Communication with these partners must:

- Be professional, prompt, and respectful of the partner agency's own operating context and pressures
- Not share client information without the client's explicit consent — per the Referral Information Policy
- Be consistent with the terms of any Memorandum of Understanding (MOU) in place with that agency
- Represent TMNNZ's capabilities honestly — we do not overstate what we can offer or accept referrals we cannot service

9. Communication with the Cook Islands Government

TMNNZ has a unique and important relationship with the Cook Islands Government, particularly the Ministry of Health, which refers patients to Auckland for medical treatment. This relationship carries significant responsibility and requires the highest standards of communication.

- All formal communication with the Cook Islands Government is coordinated by the Programme Coordinator and reviewed by the Board Chair or a designated Trustee before being sent.
- TMNNZ communicates with the Cook Islands Government on behalf of its clients only with the explicit consent of those clients. No clinical or personal information is shared with the Cook Islands Government without patient consent.

- TMNNZ advocates for its clients' needs and wellbeing in all communications with the Cook Islands Government — including where those needs require additional resources or a change in referral protocols.
- TMNNZ maintains regular communication with the Cook Islands Government's Auckland contacts to ensure referral pathways, patient welfare updates, and repatriation planning are managed smoothly and with cultural sensitivity.
- In the event of a serious adverse event involving a Cook Islands Government health referral patient — including death — communication with the Cook Islands Government is managed by the Board Chair in close consultation with the family and the clinical team. This communication is handled with the utmost care, cultural sensitivity, and in accordance with Cook Islands protocols for grief and loss.

10. Media Communication — Kōrero Pāpāho

TMNNZ's public profile in the media reflects directly on the Cook Islands community it serves. Positive, confident, and culturally grounded media engagement builds TMNNZ's credibility and amplifies the voice of Cook Islands people in New Zealand. Poor or inconsistent media communication can damage trust and misrepresent our community.

10.1 Media Spokesperson

- All media enquiries — from print, broadcast, online, or social media journalists — must be directed to the designated TMNNZ Media Spokesperson.
- The primary Media Spokesperson is the Board Chair (or President/Chairman). The secondary spokesperson is the Programme Coordinator. No other person may speak to media on behalf of TMNNZ without explicit authorisation.
- If a staff member or Navigator is approached directly by a journalist, they must politely decline to comment and refer the journalist to the Media Spokesperson immediately.
- The Media Spokesperson must be informed of any potential media interest as soon as it is identified — do not wait for the journalist to contact TMNNZ formally.

10.2 Media Engagement Standards

Media Type	Standard
Newspaper / online news	Written statements or on-record interviews only through the Media Spokesperson. All statements reviewed and approved before release.
Television and radio	Media Spokesperson or designated Trustee only. All key messages prepared in advance. Interview requests given at least 24 hours notice where possible.
Press releases	Drafted by the Programme Coordinator, reviewed by the Board Chair, and approved before distribution. Distributed to media contacts via official TMNNZ email.
Community radio and Pacific media	TMNNZ actively engages with Pacific media to reach the Cook Islands and wider Pacific community. Bilingual content (English and Reo Māori Kūki 'Āirani) is provided where possible.
Crisis media (negative coverage)	The Board Chair manages all crisis media with the support of the Programme Coordinator. A holding statement is issued within two hours of a crisis media situation arising. Full response within 24 hours.

10.3 Key Messages

TMNNZ maintains a set of approved key messages that reflect the Trust's mission, values, and priorities. These messages are used consistently across all media and public communications:

- Te Maeva Nui O Aotearoa New Zealand Charitable Trust is a Cook Islands community organisation serving Cook Islands people in Aotearoa New Zealand.
- Our Settlement Navigator Programme provides culturally grounded, holistic support to Cook Islands and Pacific whānau navigating life in Auckland.
- We are Cook Islands people serving Cook Islands people — we know our community from within.
- Our work is guided by Cook Islands values: Inangaro (love), Manaaki (dignity), Tūturu (integrity), and Ākamā (excellence).
- We are committed to the survival and revitalisation of Reo Māori Kūki 'Āirani and Cook Islands culture in Aotearoa.

Key messages are reviewed annually by the Board and updated to reflect current programme priorities and community developments.

11. Digital Communication & Social Media

Digital channels — including the TMNNZ website, Facebook, Instagram, and any other platform used by the Trust — are powerful tools for reaching and connecting with the Cook Islands community in Aotearoa and beyond. They also carry significant risk if used carelessly.

11.1 Official TMNNZ Digital Channels

Channel	Purpose & Standards
Website — temaevanui.nz	Primary public information hub. Content reviewed and updated at least quarterly. Must include bilingual content, clear service information, and contact details. Programme Coordinator is responsible for content accuracy.
Facebook — @temaevanuinz	Primary community engagement channel. Used to share programme news, Festival updates, cultural content, and community information. Minimum two posts per week during active programme periods.
Instagram — @temaevanuinz	Visual storytelling of TMNNZ's cultural activities, community events, and Festival highlights. Consistent with Facebook content. Cultural imagery used with respect and accuracy.
Email — info@temaevanui.nz	Primary public enquiry channel. All emails responded to within two working days. Managed by the Programme Coordinator or designated staff member.
Other platforms	TMNNZ does not engage on other social media platforms without Board approval. Any new channel must have a clear purpose, an identified content manager, and a defined posting schedule.

11.2 Social Media Content Standards

- All TMNNZ social media content must reflect the Trust's values, advance its mission, and represent the Cook Islands community with accuracy, dignity, and pride.
- Content must be reviewed and approved by the Programme Coordinator or a designated communications role before posting. No staff member or volunteer may post on official TMNNZ channels without authorisation.
- Cook Islands language and cultural content must be accurate. Content must not misrepresent Cook Islands culture, traditions, or language.

- Client stories, photographs, or identifying information must never be shared on social media without explicit written consent from the client — per section 5.3 of this policy.
- TMNNZ does not engage in political debate, controversial commentary, or content that could be perceived as endorsing a political party or candidate on its official channels.
- Negative or abusive comments on TMNNZ social media posts are managed by the Programme Coordinator. TMNNZ may remove comments that are abusive, discriminatory, or violate community standards, with a brief explanation posted in response.

11.3 Personal Social Media — Staff and Volunteers

Staff, Navigators, volunteers, and Trustees retain the right to maintain personal social media accounts. However, when their personal online activity intersects with their role at TMNNZ, the following standards apply:

- No client information, photographs, or identifying details may be shared on personal social media accounts under any circumstances. This is an absolute prohibition and a breach of the Privacy Act 2020.
- Staff must not post content on personal accounts that could embarrass TMNNZ, damage its reputation, or undermine public trust in the organisation.
- If a staff member identifies themselves as a TMNNZ employee or Navigator on personal social media, they must make clear that their personal views do not represent TMNNZ.
- Staff must not engage in online arguments or post inflammatory content about TMNNZ, its clients, partner agencies, or funders on personal social media.
- TMNNZ does not monitor staff personal social media accounts. However, where a concern is raised about a staff member's personal social media activity that may breach this policy, it will be addressed through the normal performance management process.

12. Crisis Communication

A communication crisis is any situation in which TMNNZ faces significant negative attention — from the media, the public, funders, or the community — that could damage the Trust's reputation, client relationships, or ability to operate. Having a clear crisis communication protocol means TMNNZ can respond quickly, consistently, and with integrity.

12.1 Examples of Communication Crises

- A serious incident involving a client that attracts media attention
- A complaint or allegation against TMNNZ or a staff member that becomes public
- A significant data breach or privacy incident that affects clients
- Criticism of TMNNZ from a public figure, funder, or community leader
- A significant financial irregularity becoming known to the public
- An incident at the Te Maeva Nui NZ Festival that attracts negative media coverage

12.2 Crisis Communication Protocol

Step	Action & Timeframe
1. Identify	Any staff member who becomes aware of a potential communication crisis must notify the Programme Coordinator immediately — do not wait to see if it escalates.

2. Convene	The Programme Coordinator convenes an emergency meeting with the Board Chair within two hours of the crisis being identified.
3. Assess	The crisis is assessed: What happened? Who is affected? What is the likely public or media response? What is TMNNZ's legal exposure?
4. Holding Statement	A brief holding statement is prepared and approved within two hours: "We are aware of the situation and are treating it with the utmost seriousness. We are committed to responding fully and transparently. We will provide a further update by [time]."
5. Full Response	A full response is prepared by the Media Spokesperson and Programme Coordinator, reviewed by legal counsel where appropriate, and released within 24 hours.
6. Stakeholder Communication	Key stakeholders — funders, partner agencies, and the Cook Islands Government where relevant — are informed directly and personally before the public response is released where possible.
7. Monitor and Follow Up	Media coverage is monitored. Follow-up communications are issued as needed. A debrief is held within one week of the crisis resolving.

The Tūturu (Integrity) Standard in Crisis

When something goes wrong, TMNNZ does not hide, deny, or deflect. We acknowledge what happened honestly, we take responsibility where responsibility is ours to take, and we focus on what we are doing to make it right. This is Tūturu in action.

13. Brand, Visual Identity & Naming

TMNNZ's visual identity — its name, logo, colours, and design style — represents the Cook Islands community it serves. Consistent, professional use of the TMNNZ brand builds recognition, trust, and pride.

- The full legal name of the organisation is: Te Maeva Nui O Aotearoa New Zealand Charitable Trust. The abbreviation TMNNZ may be used in informal and internal communications once the full name has been established.
- The TMNNZ logo, colour palette, and design templates are the official brand assets of the Trust. They must be used consistently on all public-facing materials.
- Brand assets may not be modified, altered, or used in unauthorised ways by staff, volunteers, or partner organisations without the approval of the Programme Coordinator.
- All external publications, reports, promotional materials, and presentations must use the approved TMNNZ templates and branding guidelines.
- TMNNZ's charitable registration number (CC63023) must appear on all official correspondence, publications, and fundraising materials.
- Partner organisations wishing to use the TMNNZ name or logo in their own communications must obtain written approval from the Programme Coordinator before doing so.

14. Communication Records & Documentation

Good communication records protect TMNNZ, its clients, and its partners. They provide evidence of decisions made, information shared, and consent given. All significant communications must be documented in accordance with the Privacy Act 2020 and TMNNZ's Quality Assurance and Improvement Policy.

- All significant client communications — including intake discussions, referral conversations, and difficult conversations — must be recorded in the case management system within 24 hours.
- All formal correspondence with funders, government agencies, and partner organisations must be filed in TMNNZ's correspondence register and retained for a minimum of seven years.
- Media statements, press releases, and significant social media posts must be archived in the TMNNZ communications file.
- Written consent forms for use of client stories, photographs, or testimonials must be retained securely for the duration of the relevant publication's use and for a minimum of three years thereafter.
- Board meeting minutes and decisions are retained permanently as part of the Trust's governance record.

15. Legislative Framework

TMNNZ's communication activities are subject to the following New Zealand legislation. All staff must be aware of their obligations under these Acts.

Legislation	Relevance to Communication	Key Obligation
Privacy Act 2020	Governs collection, use, storage, and disclosure of personal information in all communications	Do not share client information without consent. Report privacy breaches within 72 hours.
Harmful Digital Communications Act 2015	Governs online and digital communication that may cause serious harm	TMNNZ communications must never bully, harass, or cause serious harm to any person online.
Defamation Act 1992	Governs false statements made about individuals or organisations in public communications	TMNNZ must not publish or broadcast statements that could constitute defamation. All public statements must be accurate and defensible.
Broadcasting Act 1989	Governs broadcast media standards where TMNNZ communicates through radio or television	Broadcast communications must meet standards of fairness, accuracy, and good taste.
Fair Trading Act 1986	Prohibits misleading or deceptive conduct in communications	TMNNZ must not make false or misleading claims about its services, outcomes, or capabilities in any public communication.
Human Rights Act 1993	Prohibits discriminatory communication in employment and service delivery	TMNNZ's communications must not discriminate on any prohibited ground including race, religion, sex, disability, or age.
Charities Act 2005	Governs public fundraising communications and financial transparency	All fundraising appeals must be honest. Annual reports must be filed and publicly available.
Electoral Act 1993	Governs communication relating to elections and political matters	TMNNZ must not use charitable resources for electoral campaigning or political promotion.
Copyright Act 1994	Governs use of third-party images, text, music, and other content	TMNNZ must not use copyright-protected material without permission. Cultural images used must be appropriate and properly attributed.

16. Policy Review & Accountability

This policy will be reviewed annually by the Board of Trustees and updated following any significant change in TMNNZ's communications activities, digital channels, legislative requirements, or following any communication incident or crisis.

Review Responsibility	Action
Programme Coordinator	Monitor compliance with this policy across all communication channels. Review social media content, correspondence quality, and client communication standards monthly. Report gaps or concerns to the Board.
Board of Trustees	Formally review and adopt this policy annually. Approve any new digital channels or significant changes to communication strategy. Review all crisis communications.
Media Spokesperson	Maintain up-to-date key messages. Manage all media and public communication in accordance with this policy. Brief the Board on any significant media engagement.
All Staff & Navigators	Read, understand, and sign acknowledgement of this policy on commencement and at each annual review. Direct all media enquiries to the Media Spokesperson. Never share client information on personal or official channels without consent.

Staff Acknowledgement

I have read, understood, and agree to comply with the TMNNZ Communication Policy.

Mai Nio-Aporo

Full Name



Signature

Chairman

Role / Position

15 August 2026

Date

"Tuatua — Open, honest communication. Always."

Te Maeva Nui O Aotearoa New Zealand Charitable Trust | temaevanui.nz | CC63023