



# Introducing Tiaki – Care for New Zealand

**Tiaki means to care for people, place and culture.**

**Tiaki – Care for New Zealand was created through a collective desire to share a connection to the natural world, inspiring and helping visitors to travel safely and conscientiously.**

---

Organisations right across the visitor sector help to bring the Tiaki kaupapa to life.

It is an open-source and collaborative kaupapa that can be brought to life in whatever way suits your business.

As the visitor sector (experiences, accommodation, transport, venues, retail and hospitality providers) we all have a role to play in helping to care for our people and place - Kirikiriroa Hamilton. And by leading by example, and educating our domestic and international manuhiri, we are also helping them to do so when they visit.

We invite you to join us.



**The Mighty  
Waikato**  
New Zealand





# How to bring Tiaki to life in Kirikiriroa Hamilton



There are a number of ways your business can show it's commitment to caring for people and place.

### Build Tiaki into your visitor experience

If your business is already caring for nature and communities, showcase this to your visitors. Many organisations are already doing lots in this space, and it's a great way to remind manuhiri of our collective responsibilities to care for Kirikiriroa Hamilton.

### Guide your team

Your team plays an important role in the manaaki of visitors to Kirikiriroa Hamilton. They are hosts, guides, and representatives for us all. Ensure that staff know how to share the meaning and intent of Tiaki as well as the behaviours it promotes.

### Make it relevant for Kirikiriroa Hamilton

Do you find visitors to Kirikiriroa Hamilton need more guidance around sustainability? Is littering an issue? Use Tiaki to inspire better visitor behaviour as it is required for your community.

### Display Tiaki at your place

You can find printable and digital collateral such as posters, table talkers, decals, and t-shirt designs in the Tiaki asset kete. Print what you need and show your visitors and community that you support the Tiaki kaupapa.

### Share your commitment

Show your followers that you support the Tiaki kaupapa by sharing a personalised photo or video out to your channels about how you care for people and place. Be sure to include #tiakipromise to join the conversation.

Find assets and information at [www.TiakiNewZealand.com](http://www.TiakiNewZealand.com)



We know many of our Kirikiriroa Hamilton visitor sector are already doing some amazing mahi to care for people and place such as reducing single-use plastics, working with and supporting local producers and suppliers, providing excellent experiences and customer service as well supporting community initiatives through schools and charities.

The behaviours that Tiaki asks of visitors are below. These can be adapted and used in a way that makes sense for Kirikiriroa Hamilton.



**BE PREPARED**



**DRIVE CAREFULLY**



**KEEP NZ CLEAN**



**PROTECT NATURE**



**SHOW RESPECT**

**The Mighty Waikato**  
New Zealand