



11 Donald Bruce Road
Surfdale, Waiheke Island 1081

Vision 2020-2024

Inspired learners. Proud contributors.

Whakataukī:

Whāia te pae tawhiti. Pursue your goals to the furthest horizon

Our role/mission: to inspire pride

Being the waka that guides our rangatahi on their individual journey to success.

WHO WE ARE

OUR PHILOSOPHY

Ako torowhānui: Embrace holistic learning, innovation, intellectual curiosity and diversity.

Whanaungatanga: Create strong connections with students, whānau, our motu and the world.

Mahi tahi: Work collaboratively and celebrate how we do things together.

Manaakitanga: Be welcoming, respectful and kind.

Island-based

Our character reflects that of our island, a unique place with a strong identity. We are proud of our connection with our environment and our diverse community.

Treaty Partners

We understand and honour the principles of Te Tiriti o Waitangi and this bicultural foundation is evident in all of our actions and decision making.

CORE VALUES

Open and diverse

Our School Culture is about embracing uniqueness, inclusiveness and diversity. We understand that success is different for every student.

Great performers Holistic educators

We deliver great results through engaging and meaningful education to all students, not only curriculum-based but also values and life-skills based.

OUR PROPOSITION

- an inspiring island-based school that offers:
- a unique environment
- an open and diverse school culture
- holistic learning and innovation
- a blend of knowledge and values
- active integration with the local community and the world
- student empowerment

CHANNELS

Strong future focused curriculum/
programme

School culture and experience (Building,
activities,
behaviours, etc).

Integration w/community (curricular, extra
curricular)

Active genuine ambassadors

Refreshed brand

Meaningful, user-friendly comms

AUDIENCE SEGMENTS

Primary audiences:

Students (current/potential)

Parents (current/potential)

Staff

Local community

Other audiences:

Auckland schools

Potential students

Other bodies

KEY CHALLENGE: Walk the talk, ensuring our culture manifests in everything we do and say

Lead

Define roles and responsibilities for all teams, indicating leadership models, clear action plan, benchmarks and reporting methods.

Embed

Plan clear engagement to ensure the strategy is understood and deeply embedded in the school culture, in a way that can be seen, heard, read and spoken about singlemindedly.

Share

Design a clear, relevant, meaningful communications plan with engaging and user-friendly touchpoints to reach each one of the audiences.

Benchmark

Define clear reporting systems/channels with clear goals to ensure measurability of success.