



- Vision:** Every Life Fully Lived
- Mission:** Supportive communities inspired by Anthroposophy, which celebrate the diverse ways of being human.
- Values:** Whakamana, Sustainability. Consistent with these values we will:
- Manage risk,
  - Promote Hohepa and the difference we make
  - Reflect openness and integrity

## Approach:

- The news media is a key stakeholder for Hohepa and has a legitimate interest in its activities.
- The news media play a critical role for Hohepa communicating with the public and other stakeholders.
- The news media provides scrutiny and supports transparency and accountability of our activities.
- Being able to communicate our story through the news media helps the public to better understand what Hohepa does, which assists us to operate more effectively.
- The news media can enhance or detract from the Hohepa's reputation.
- Hohepa is committed to being accessible, transparent, knowledgeable and credible in our interactions with the news media. We want to manage our engagement with the media constructively, promptly, and professionally.
- Engagement with the news media (proactive and reactive) is restricted to the applicable designated spokesperson /s.

This policy applies to the Board, causal, permanent

## Definitions:

- **News Media:** should be interpreted as any individual or organisation that meet the following criteria:
  - A significant element of their publishing activities involves the generation and/or aggregation of news, information and opinion of current value.
  - They disseminate this information to a public audience. Dissemination can be by print, electronic or digital means.
- **Designated Spokespeople:** Person/s authorised to engage with news media on behalf of Hohepa.

## Roles:

- **Our People** – (those that we support and those who support us) - will:
  - Engage, be proactive and communicate with other in a way that demonstrates curiosity, courageousness, empathy, integrity and respect.
  - Meet our standards and expectations.
- **Hohepa leaders will:**
  - Set the direction and expectations for fundraising campaigns.
- **Manuhiri** will respect our standards and expectations and support Hohepa's approach.