

Te Pou Tarāwaho

Outreach and Education Strategy



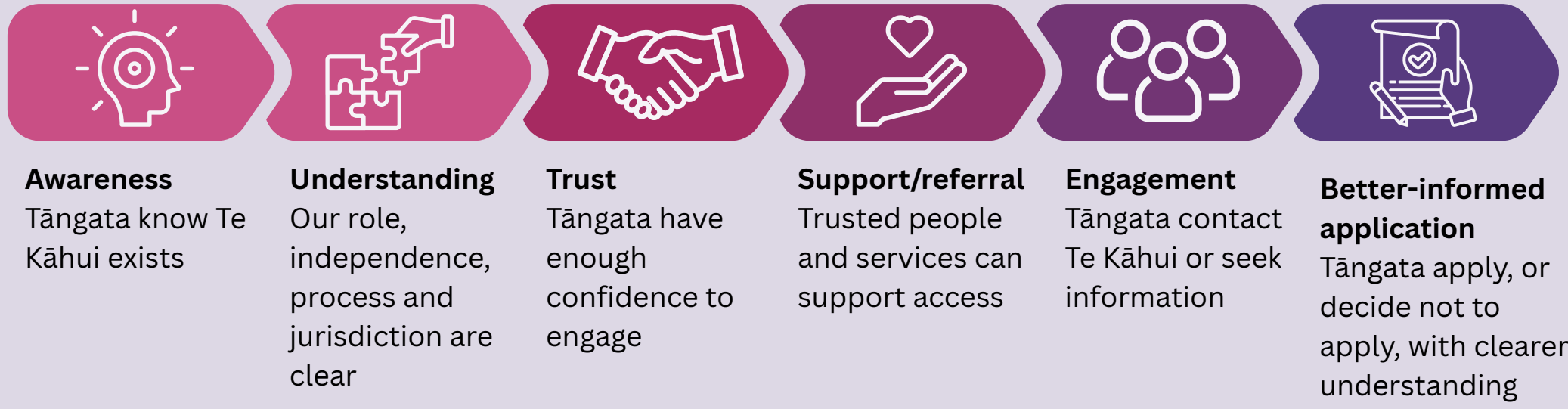
Purpose

Te Pou Tarāwaho guides how Te Kāhui improves equitable access, strengthens trusted pathways, supports public and sector understanding, and helps tāngata, whānau and trusted connectors make better-informed decisions about whether Te Kāhui may be relevant.

Why this matters

Te Kāhui has a statutory function to make its role known to, and understood by, the public. Awareness alone is not enough: tāngata must know Te Kāhui exists, understand what we do and cannot do, trust the process enough to engage, and have clear pathways to seek information or apply.

Access Pathway



Priority audiences
Māori; Pacific peoples; women and gender diverse people; youth and young adults; potential applicants; whānau and significant others; affected communities; and others who may need to understand, access or engage with Te Kāhui.



Trusted connectors
Legal and justice sector stakeholders; Corrections and reintegration pathways; iwi, hapū and kaupapa Māori pathways; Pacific pathways; community, health, disability and support services; media and public education channels; and internal Te Kāhui relationships.

Strategic objectives

- 1 Strengthen equitable access pathways**
Tāngata and whānau can find, understand, trust, and engage with Te Kāhui where appropriate.
Success signals: Clearer pathways and fewer preventable barriers.
- 2 Improve public and sector understanding**
Provide plain-language education about who can apply, the appeal pathway, Te Kāhui’s role, what we can review, jurisdiction, independence and process.
Success signals: Clearer understanding and more consistent messages.
- 3 Build trusted and purposeful relationships**
Engagement effort is focused on relationships that support access, awareness, trust, public education, and better-informed applications.
Success signals: Priority relationships are identified, maintained and strengthened.
- 4 Support better-informed applications**
Help tāngata, whānau, support people and trusted connectors understand whether Te Kāhui may be relevant.
Success signals: Better pre-application enquiries and more informed decisions to apply.
- 5 Use data, insight and evaluation**
Use application data, enquiry data, stakeholder feedback, engagement insights and evaluation to guide effort.
Success signals: Improved reporting, learning and evidence-informed planning.