At Te Tari Taiwhenua, our purpose is to serve and connect people, communities, and government to build a safe, prosperous, and respected nation.

We know that the way people gamble in New Zealand is changing.

So, we’re taking the next step in our journey as a progressive, evidence-based regulator.

With our development of this Strategic Direction, our purpose is: Delivering community wellbeing through reducing gambling-related harms.

To achieve this, our Department-wide mātāpono or “principles” must be at the core of this work.

He Tāngata – People are important.

Manaakitanga – Showing kindness and respect.

Kotahitanga – Strength in unity.

Whanaungatanga – Valuing relationships.

To achieve our purpose, we have five key focus areas.

We are **effective treaty partners** – we work with Māori communities to meet their needs.

We’re an **Enabled work force** – meaning our people are an engaged and professional team.

**Regulatory excellence** – establishing a robust, future-proof regulatory practice.

We’ll be **evidence-based and informed** – we use data and insights to make smart decisions.

**And System leadership** - Working with partners and stakeholders to maximise our outcomes.

Te Tari Taiwhenua.

Delivering community wellbeing through reducing gambling-related harms.