

# Ngā Uara — our guiding values

Ngākau – the heart, the seat of our emotions, thoughts, and spirit – is the source of our values. From Ngākau flow pono (truth and sincerity), aroha (compassion), and tika (integrity).

These principles shape how we think, feel, and act, guiding our relationships with each other, our communities, and the Internet world.

Anchored in Te Tiriti o Waitangi, our values show care in honouring tangata whenua, building authentic partnerships, and delivering on our purpose for all.

From this foundation, our five values emerge. They define who we are, who we strive to become, and how we lead with purpose, courage, and heart.

Together they light the path for how we stand with integrity, in service for Aotearoa through the Internet.

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## Ngākau Titikaha

### ***We act with purpose and courage.***

We lead with dedication, resilience, and perseverance. We carry long-term responsibility for .nz with courage, purpose, and a future-focused mindset.

Ngākau Titikaha reflects our commitment to serving our core purpose with courage and forward thinking.

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## Ngākau Pono

### ***We stand with integrity and accountability.***

We are honest and accountable, doing what's right, not just what's easy.

Ngākau Pono reflects our commitment to truth, integrity, and to acting in good faith — qualities that are critical to being the trusted steward of .nz

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## Ngākau Tahi

### ***We collaborate with respect and shared purpose.***

We work collaboratively across teams and communities.

Ngākau Tahi reflects our commitment to equity, collaboration, respectful relationships and partnerships.

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## Ngākau Auaha

### ***We lead with an innovative mindset.***

We embrace auaha (innovation) by seeking smarter ways to serve, fostering creativity, and shaping an Internet future where communities can thrive.

Ngākau Auaha reflects our commitment to innovation and enabling bold ideas that empower all people and communities to grow and develop.

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## Ngākau Nui

### ***We care, connect, and enable.***

We place people, communities and connections at the heart of .nz, working to create an inclusive digital space for everyone in Aotearoa.

Ngākau Nui reflects aroha, our commitment to inclusion, wellbeing, and shared belonging.

