

Fully Managed Program

Digital Moana

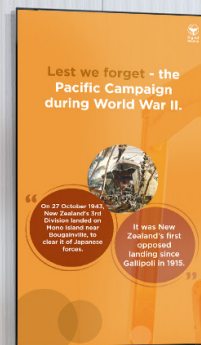
An innovative program from the Brown Pages and Vibe.fyi aimed at raising the awareness of Māori and Pacific cultures among hard-to-reach, deskless workers.

Māori and Pacific peoples make up a high percentage of the kaimahi (workforce) in New Zealand. While organisations are increasing their diversity and inclusion efforts, there is still a lot of work to be done.

Digital Moana offers a new approach to cultural competency upskilling for both deskless and in-office workers. The Digital Moana program introduces employees to a range of Māori and Pacific perspectives and aims to achieve a basic understanding of Indigenous diversity:

- » Traditional and contemporary arts
- » Oral traditions (e.g. stories & languages);
- » People, past and present (e.g. heroes and influencers)
- » Health, wellbeing and sport
- » History and key events
- » Natural world (e.g. maramataka, Matariki)
- » Whānau, hapū, iwi
- » Current affairs
- » Business
- » Food (e.g. planting & sourcing food, recipes).

Created in partnership with The Culture and Design Lab, the 12-month program is delivered through short, snackable messages on Vibe.fyi's digital channels. Digital Moana is a Premium Program and can be purchased as a stand-alone program or in conjunction with expert workshops.



Fully Managed 12 Month Program

Created in collaboration with **Iulia Leilua** from **The Culture and Design Lab**

www.cultureanddesignlab.com

Subscription

Up to 1000 employees
\$1.50 per employee per month excl GST
(min spend \$250/month)

Over 1000 employees
\$0.95c per employee per month excl GST

5000+ employees
Contact us for enterprise pricing

Expert Workshops

- » Treaty of Waitangi workshop
- » Māori cultural competency workshop
- » Pacific cultural competency workshop

Half-day workshops from \$2500 excl GST

Full-day workshops from \$4000 excl GST

NB: Prices will vary based on participants and resources, pre-work or travel required.

“Cultural competency is something most organisations want to roll-out, but they don’t know how or aren’t resourced to do so. Digital Moana makes it simple to deploy interesting, culturally sensitive, inclusive content within your workplace.”

| Iulia Leilua, The Culture and Design Lab

Indicative Content Examples

Māori values Whakapapa means genealogy, genealogical table, lineage or descent. In Māori tattooing, the koru spiral or unfurling silver fern frond, is often used to represent a new branch of whakapapa.

Treaty of Waitangi 1840 There were two versions of the Treaty of Waitangi signed - one in English and one in Māori. The translated documents meant different things - Māori thought they would keep sovereignty over their lands. The British version gave sovereignty to the Queen.



Benefits of Vibe.fyi Programs

Organisations of every shape and size can unlock a wealth of benefits through the Digital Moana program.



Fully managed content

Messaging is snackable, vibrant and engaging, with spaced content delivery to improve recall & encourage behaviour change.



Multichannel reach

Reach deskless employees via digital screens in common areas and deskbound/remote workers via web browser and screensaver.



Inclusivity

The program engages people using voluntary participation, and isn't exclusive to those who attend training courses or events.



Evidence-based learning

Teach employees how to apply evidence-based learnings to drive the behaviours that support a positive mindset.