

Campaign – manaakitanga while travelling

In the previous worksheets, you explored how manaakitanga can be used to contribute to safe travel and how persuasive language can be used to advocate for a cause.

1. Campaign design

Complete the following campaign plan template to champion manaakitanga in safe travel in your community:

Campaign name

Brainstorm and choose a catchy name for your campaign that reflects the concept of manaakitanga and safe travel.

Campaign slogan

Create a memorable slogan that captures the essence of your campaign and encourages travellers to practise manaakitanga.

Campaign logo

Design a logo or symbol for your campaign that visually represents manaakitanga and safe travel.

Campaign goals

Identify the main objectives of your campaign. What do you hope to achieve by promoting manaakitanga as a traveller?

Target audience

Define the audience for your campaign. Who are you trying to reach with your message?

Key messages

What key messages do you want to convey to your audience about practising manaakitanga as a traveller?

Campaign activities

Brainstorm ideas for activities that will promote your campaign message. For example, creating posters or flyers to display, organising workshops or presentations, or launching a social media campaign with hashtag challenges and user-generated content.

2. Reflection

Share your campaign plan with the class and discuss how you could work together to positively influence manaakitanga in safe travel in your communities.

