



## Mana Manaaki

### A positive experience every time



### Korowai

The korowai represents Mana Manaaki – a positive experience every time.

The korowai is a cloak that can be made from harakeke and was used for clothing and warmth amongst other significant uses. Korowai are reflective of honour, leadership, warmth, protection, identity, skill and beauty. A korowai is made for someone else and gifted to them.

For MSD, the values associated with the korowai are those we aspire to share with whoever we work with – whether it's a client, a partner or each other. The korowai inspires us to be warm, kind and compassionate to people and whānau and treat them with care, honour and respect. Each experience people have with us should enhance their mana.

