



TEME AUGAMA
ANISHINABEK

TFN Communications **Strategic Plan 2026** Vol. 2

Strengthening Community
CONNECTIONS



Through Effective
COMMUNICATION

The Teme-Augama Anishnabai and Teme Augama Anishinabek represent the Original People of N'dakimenan (Our Land) [Unceded]. Our Creation Story tells us that 8000 years ago, the Creator placed us at Ishpatina Ridge, the highest point of land in what is now called Ontario. This timeline corresponds to the receding glaciers. Six thousand of those years have been corroborated by science, showing our continuous occupation.

N'dakimenan encompasses approximately 10,000 square kilometres of land, adjacent to what is now known as the Quebec border and approximately 400 kilometres north of the city of Toronto. Our boundary is not disputed by neighbouring Indigenous Peoples and First Nations. Further, the boundary of N'dakimenan was accepted by the Supreme Court of Canada in Ontario (Attorney General) v Bear Island Foundation, [1991] 2 SCR 570).

We have maintained a distinct territory, language, laws, governing authority, social organization, and culture since time immemorial.

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2026/hj
Artwork provided by Caroline Brown



We are stronger
when we
LISTEN

&

wiser when we
SHARE



Naawuj mishkuhwezawug wiinuhwa apiish
w'doutamaug kuhya nibwaakaawud
apiish w'maada'oonidiwug

GOALS

Let's explore how we can achieve our three key communication goals:

1. Increasing two-way information sharing;
2. Deepening our understanding of community history and culture;
3. Fostering positive, respectful relationships.

Teme Augama Anishinabek

Communications aims to

STRENGTHEN COMMUNITY CONNECTIONS THROUGH EFFECTIVE COMMUNICATION



Communication

Goals and Objectives

1. **Two-way sharing**

of information to strengthen governance structure and processes.

Communication is the heartbeat of our governance. By promoting two-way sharing of information, we not only strengthen our governance structures but also ensure that every voice is heard and valued. Our strength lies in our ability to listen deeply and share openly, creating a dialogue that is both wise and inclusive. Let us commit to transparent and ongoing conversations that bring us closer as a community.

HOW





- a. Providing guidance and promotion for hosting community events for various segments of membership [e.g. youth, Elders, families, etc.].
- b. Develop one channel for monitored reciprocal communication for community members to provide feedback.

2. **Increase understanding**

of community history and culture in alignment with Chief and Council's objective to promote interdependence.

Our past guides our future. Understanding our community's history and culture is essential to who we are and who we will become. It's more than just knowing our traditions; it's about living them, passing them on, and celebrating them in alignment with our communal vision for interdependence. Together, we will ensure that our culture is honoured and integrated into every aspect of our lives, reinforcing the values that bind us together

HOW



**B.I.
BLAST**





- a. Publish regular articles/videos on the Teme Augama Anishinabek website and Facebook with information on community history and culture, with the intention to increase frequency as capacity grows.
- b. Publish feature articles in each BI Blast highlighting a community member. Highlight ongoing efforts from a range of community members (students/leaders/volunteers, etc).
- c. Collaborate with other departments to collect and share information coming from ceremonies and teachings with Teme Augama Anishinabek and Teme-Augama Anishnabai.

3. **Fostering positive, respectful relationships**

between Chiefs and Councils, administration, and community members.

At the core of our community are the relationships we nurture. By fostering positive and respectful relationships between our leaders, administrators, and each of us as community members, we build a stronger, more unified Nation. Respect is the cornerstone of our interactions, and through mutual respect, {aaishkiwad}, we can overcome challenges, celebrate successes, and continue to grow together.

HOW



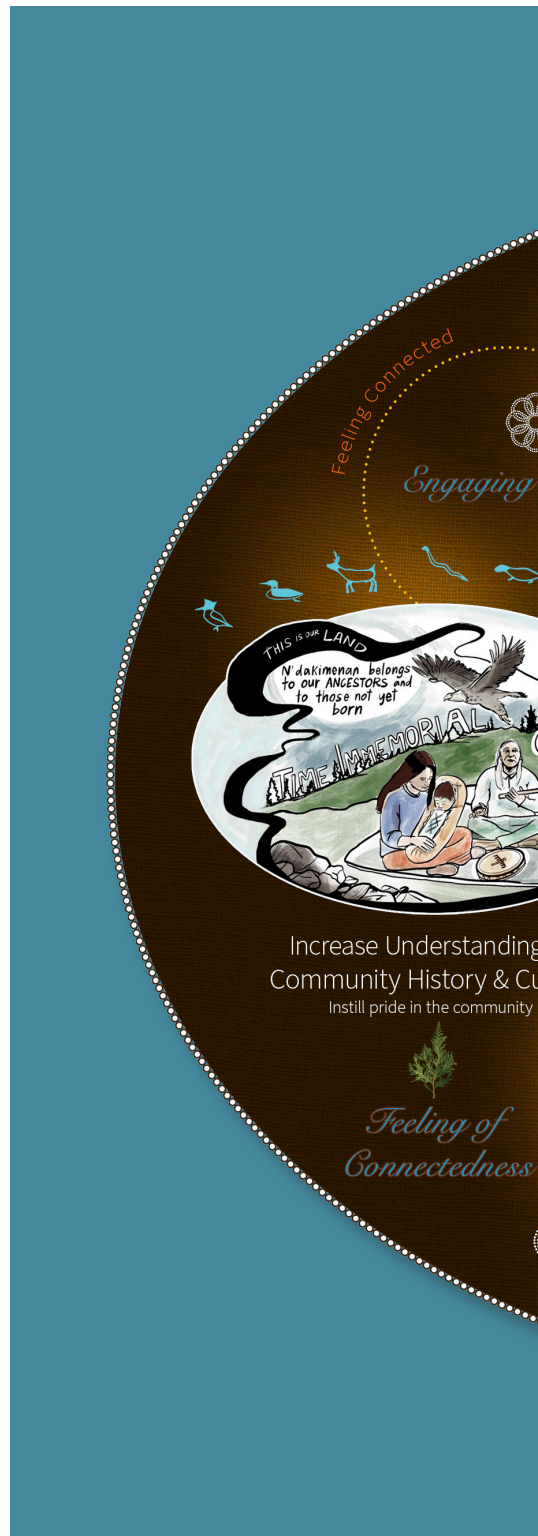


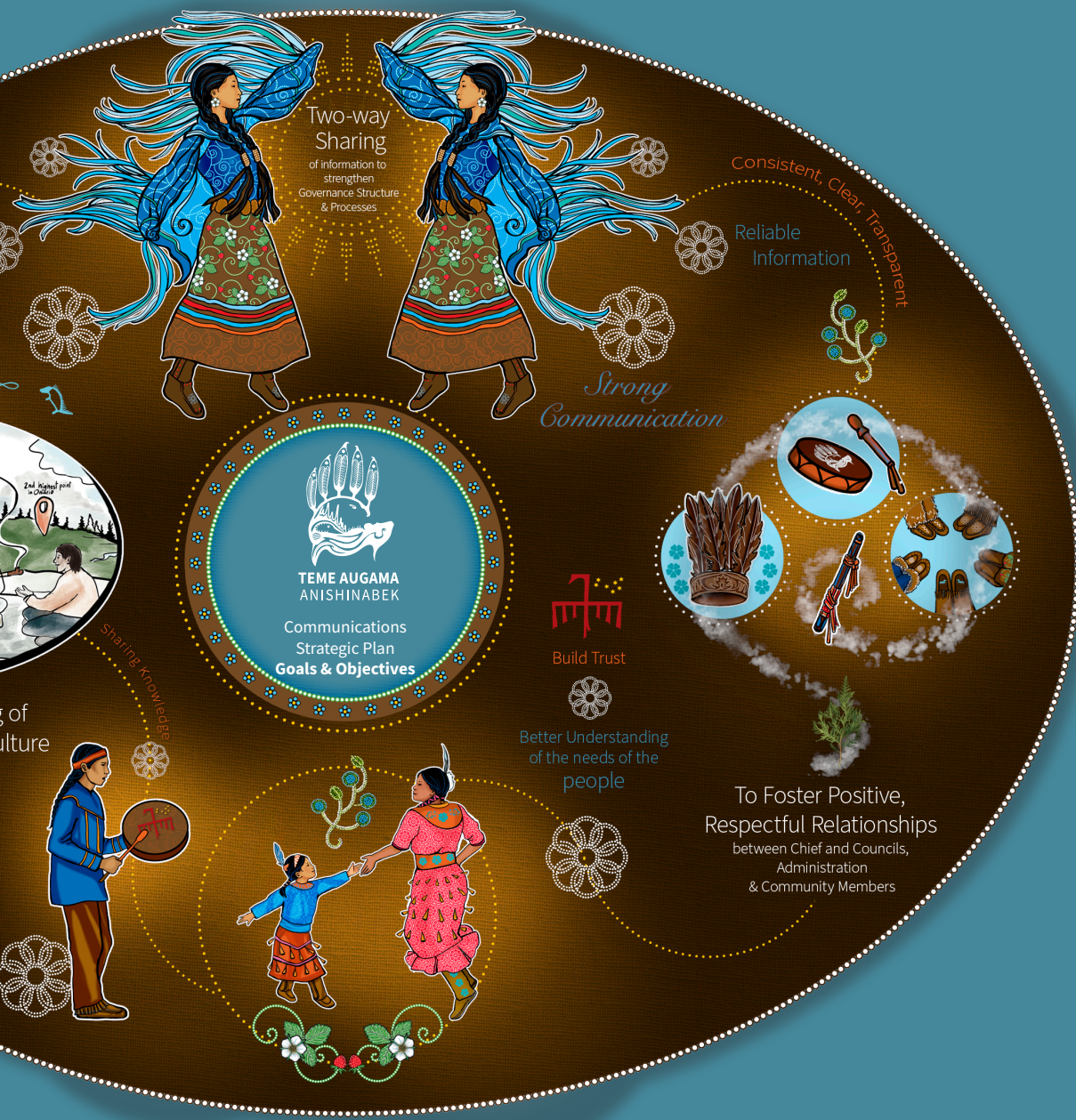
- a. Develop a Communications Toolkit to guide in frequency and channels of communication to be shared with community members.
- b. Post quarterly video message from leadership to community members and staff on the website and Facebook.
- c. Support all committees in having equal opportunity to report on a bi-annual summary of activities to be shared in the BI Blast.

OUTCOMES

BUILDING TRUST, SHARING KNOWLEDGE AND
CONNECTING COMMUNITY THROUGH STRONG
COMMUNICATION.

- Community members will be informed about events, activities, news and political updates in the community.
- Community members will know when and how they can expect to receive information.
- Community members will know where they can engage in two-way communication.
- New and current employees will have a better understanding of the proper procedures for sharing information.
- Chief and Council will have a better understanding of the needs of the members and be able to communicate effectively to enact changes that benefit the community as a whole.
- Community members will feel connected to the community and confident in their understanding of the history, culture, traditions, politics and governance of Teme Augama Anishinabek and Teme-Augama Anishnabai to be active and engaged for the long term.





Two-way
Sharing
of information to
strengthen
Governance Structure
& Processes

Consistent, Clear, Transparent
Reliable
Information

Strong
Communication

**TEME AUGAMA
ANISHINABEK**
Communications
Strategic Plan
Goals & Objectives


Build Trust

Better Understanding
of the needs of the
people

To Foster Positive,
Respectful Relationships
between Chief and Councils,
Administration
& Community Members

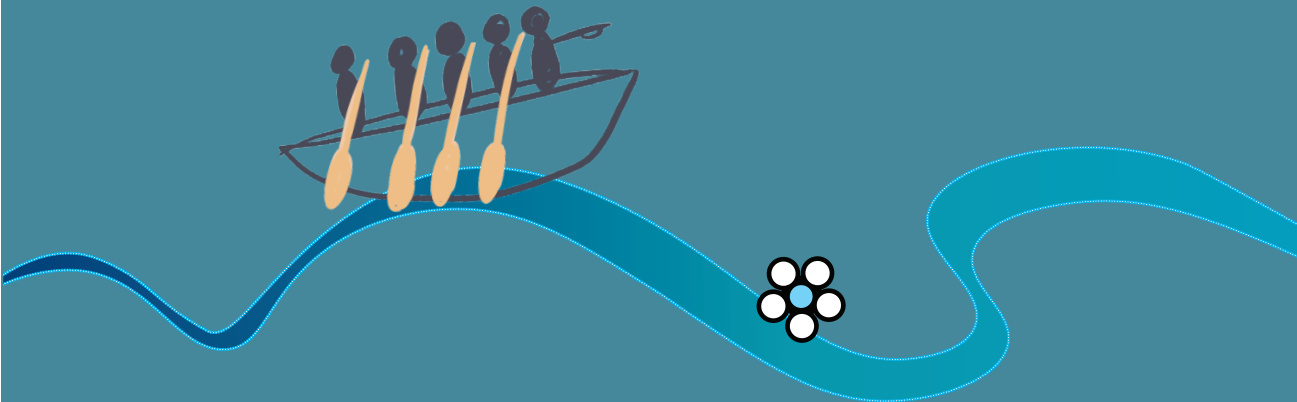
Sharing Knowledge

Building of culture

What's Inside:

Communications Toolkit

- ✓ Communications Strategic Plan
- ✓ Engagement Guidelines & Procedures
 - Event Planning Checklist
 - Promotion Checklist
- ✓ BI Blast Newsletter Policy & Procedures
- ✓ Branding Creative Guidelines
- ✓ Social Media Strategy
- ✓ Digital Signage Policy & Procedure
- ✓ Templates





*Reach out
to talk more about
how we can better
support your team.*

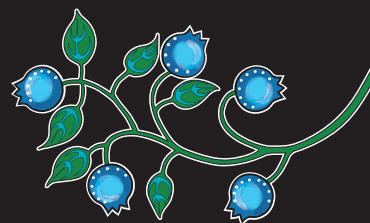
IN CONCLUSION

Our Communications Strategic Plan is designed to equip staff with the tools and guidance necessary for fostering more effective, consistent, and meaningful engagement with the community.

By empowering our team to communicate with clarity, intention, and consistency we are also empowering our community members with the information they need to make informed decisions.

This exchange of knowledge and mutual respect is the foundation for building a unified nation—one where trust and connection thrive, and where each step forward is guided by the values of respect, collaboration, and love for our people and our future.

“Together, we are stronger when we listen and wiser when we share.”





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