



Strategy

2024 -2026



» **Vision**

Te Araroa, a journey of regeneration and connection to te taiao.

» **Mission**

To ensure the development, maintenance and promotion of Te Araroa as a regenerative trail and sustainably deliver the trail vision.

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» *Regenerative Trail*

Develop and deliver the regenerative trail philosophy – Te Araroa Whakahou. Align all activity to regenerative principles and practices

Priority Objectives 2024 – 2026

- Establish and articulate regenerative outcomes (social, environmental, infrastructure, economic, wellbeing), metrics and tools to measure progress.
- Develop the plan to achieve measurable regenerative outcomes.
- Continuously improve and adapt based on partner, advisor and walker inputs, & monitoring.
- Establish strategic partnerships of mutual benefit to achieve regenerative outcomes.

Success Measures

- Complete the Regenerative Trail Intervention Logic Model (ILM) process with stakeholder/partner input, and the management plan approved.
- Whakahou advisors are appointed.
- Measurable remediation is occurring along the trail corridor, due to regenerative practices.
- Te Araroa is valued as a partner of tangata whenua.

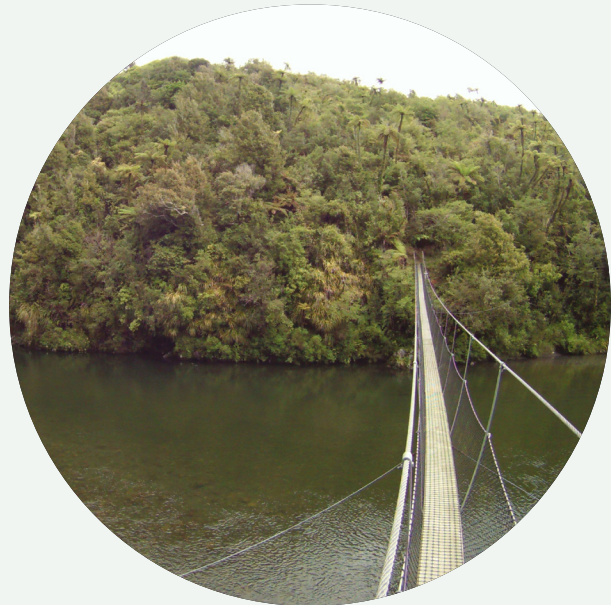
Strategy

- Develop a plan that includes social, environmental, infrastructure, economic, wellbeing impacts.
- Develop and build relationships and partnerships with tangata whenua and other stakeholders to work towards regenerative outcomes.
- Whakahou drives the management and positioning of Te Araroa. Brand development is focused on the regenerative trail strategy.
- Align organization activity to regenerative and sustainable practices.
- Identify opportunities for Te Araroa development to deliver amenity value for communities.
- Support initiatives that regenerate nature, relationships and the trail.
- Encourage and inspire the Te Araroa community to take a holistic view of caring for the natural environment.

📷 THIS PAGE: AMOS CHAPPLE

» *Trail Care, Repair & Development*

Te Araroa is complete, with new and improved infrastructure and a secure route.



Priority Objectives 2024 – 2026

- Continuously improve the trail assets to meet regenerative goals and evolving user needs.
- Develop the trail infrastructure to meet strategic outcomes.
- Trail management reflects regenerative practice and sustainable tourism.
- Access arrangements secured to ensure future sustainability of trail.

Success Measures

- Increased walker and stakeholder satisfaction
- Reduced environmental impacts of trail repair and development.
- More trail off road.
- Condition monitoring of TAT owned assets improving year on year.
- Less trail diversions due to weather events.
- Land access secured for material and significant sections of the trail.

Strategy

- An asset catalogue, management and health and safety system integrated.
- Annual trail audit.
- Asset strategy for new and existing infrastructure.
- Implementation of a maintenance management model for all trail TAT is responsible for.
- Establish process to advocate for maintenance and/or development on non Te Araroa Trust managed/controlled sections.
- Build and maintain relationships with landowners.
- Utilise data to establish stress points and improve/provide infrastructure to resolve these.

📷 LEFT: PAUL ROSE

📷 RIGHT: RICHARD BOWLES

» *Building Financial Resilience*

Secure the future of Te Araroa through partnerships, diverse and sustainable revenue streams, and leveraging the brand.



Priority Objectives 2024 – 2026

- Secure revenue streams to fund core costs.
- Reduce singular reliance on HaN revenue while securing future government funding from tourism, environment etc.
- Strengthen the TAT balance sheet.

Success Measures

- Annual revenue increases year on year, exceeding \$1.6m (2025) and \$2.5m (2026) with operating surpluses.
- Asset valuation correct on balance sheet.
- Establishment of designated reserve funds.
- Unqualified audit of accounts FY25

Strategy

- Develop commercial relationships, leveraging the Te Araroa brand.
- Implement a fundraising plan.
- Build a reserve fund for emergency investment and to leverage for capital expenditure.
- Develop revenue generating activity that aligns with regenerative mission and practice.
- Monetise the trail app added functionality.
- Protect the brand from unauthorised use.
- Establishment of financial controls and systems to match growth. Strengthen accounting and financial management capability.

📷 LEFT: MATUS LASAN

📷 RIGHT: ANDREA CIBRARIO



» *Tangata Whenua Partnerships*

Establishing mana enhancing and reciprocal relationships and partnerships with iwi, hapū and whānau through a process of manaakitanga.

Priority Objectives 2024 – 2026

- Be a valued partner of tangata whenua and mana whenua, enhancing mana and respecting kaitiakitanga.
- Whakahou initiatives support iwi, hapū and whānau priorities and aspirations.

Success Measures

- Tangata whenua relations become a foundation of Te Araroa and iwi leaders hold Te Araroa as an exemplar of constructive working together.
- Te Araroa governance, both regional and national, reflects te ao māori perspectives and practice.
- Influential tangata whenua representation within Te Araroa governance, both regional and national. Tangata whenua proactively coming to Te Araroa Trust to propose new initiatives or improvements that can be jointly undertaken.

Strategy

- Strategic tangata whenua relationships identified and developed.
- Recognise Te Araroa Trust's and Regional Trusts capacity and capability and build relationships accordingly.
- Consult with iwi, hapū and whānau to establish where Te Araroa can better support their desired outcomes.
- Work constructively to identify opportunities to work collaboratively to deliver benefit to tangata whenua while pursuing the Te Araroa mission.
- Invest in joint initiatives over time for mutual benefit.
- Connect manuhiri (walkers) with tangata whenua for education, appreciation and compliance.
- Engage actively with tangata whenua regarding Te Araroa at local and national levels.



» Short/Section Walks & Virtual Experience

Develop new products that encourage more New Zealanders to participate in the outdoors on Te Araroa, including virtual offerings.

Priority Objectives 2024 – 2026

- Develop the product, brand, relationships and asset requirements.
- Partner with local and central government.
- Establish virtual experience partner(s).

Success Measures

- The new product and brand are implemented.
- More New Zealanders choose to walk Te Araroa in sections every year.
- Support from local government.

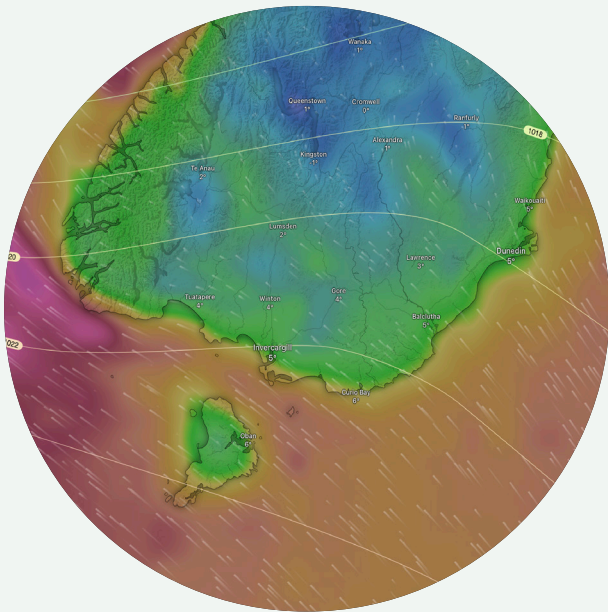
Strategy

- Build relationships to support the market analysis, economic modelling, asset development and new identity for the product.
- Position Te Araroa as a contiguous collection of short/section walks.
- Engage local government to support their development of Te Araroa section walks.
- Demonstrate the contribution Te Araroa makes to community amenity and promote accordingly.
- Identify and develop marketable section walks that appeal to diverse market segments.
- Leverage brand and mapping/data assets to develop virtual offering relationship and associated returns.

 THIS PAGE: JONNY HENDRIKUS

» *Technology solutions, data tools & research*

Integrated and efficient technology drives trail management and the walker experience.



Priority Objectives 2024 – 2026

- Trail management tools and systems are integrated for efficient trail management, anywhere, anytime.
- Data collected and analysed to better advise future decision making.
- Develop the Trail App including added value for subscription.
- GIS Technology supports mapping, navigation and marketing functions.

Success Measures

- Trail App engagement and usage increases year on year.
- One trail management system implemented.
- Mapping provides a near VR experience of Te Araroa.
- Walker needs understood and met.

Strategy

- Invest in essential and suitable technology platforms.
- Enhance the digital component of the walking experience.
- Walker research informs trail management and marketing.
- Utilise mapping to gamify and support brand and secure revenue



» Walker engagement & registrations

Build enduring relationships with all walkers, embracing section walkers, and delivering value for registration.

Priority Objectives 2024 – 2026

- Increase the number and percentage of registered walkers.
- Increase engagement with walkers to support trail and donor stewardship.
- Improve walker donation levels.

Success Measures

- 80% of through hikers register.
- More section walker registrations year on year.
- 80% of registered walkers become members/supporters in subsequent years.

Strategy

- Registered walkers receive exclusive benefits.
- Normalise registration and donation.
- Volunteers and trail angel network enrolled to encourage registration compliance.
- Develop a walker alumni and trail supporters category of “membership”.
- Walkers engaged and celebrated.

 THIS PAGE: CHRIS AND JORINDE RAPSEY WITH JONATHAN AND ELIZABETH NEAR TE ARAI POINT

» *Community engagement & advocacy*

Engage the community and land owners, along with government to position Te Araroa, build brand value and promote whakahou.



Priority Objectives 2024 – 2026

- Build the Te Araroa brand as a regenerative trail.
- Encourage New Zealanders into the outdoors and onto Te Araroa.
- Increase awareness of Te Araroa within communities it passes through.

Success Measures

- Awareness of Te Araroa improves year on year.
- Political interest increases from tourism, conservation and hunting portfolios.
- Increase in walker numbers but within trail limitations.
- Communities embrace the presence of Te Araroa.

Strategy

- Develop structured PR plan including social and traditional media.
- Te Araroa “ambassadors” to raise awareness.
- Promote the amenity value Te Araroa delivers to communities.
- Events to celebrate milestones, developments or walkers.

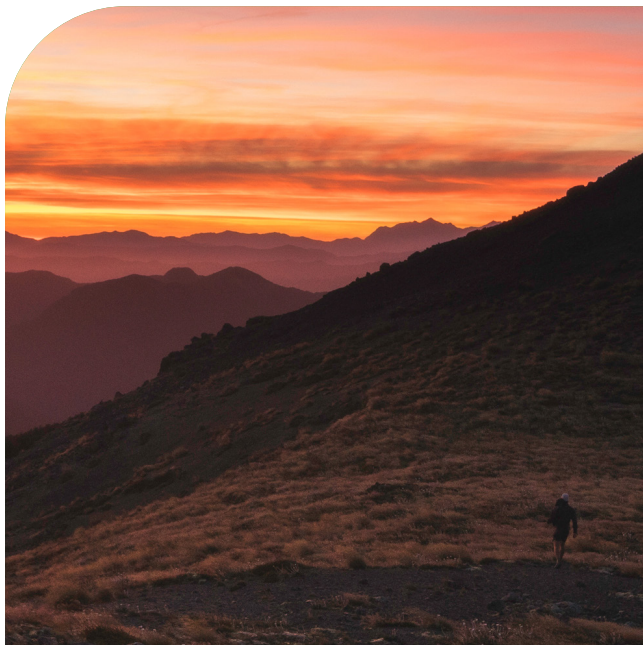
📷 LEFT: HELENA OLMÁS
📷 RIGHT: SPENCER MATTHEWS

Te Araroa

The Long Pathway



» Gallery



📷 TOP TO BOTTOM, LEFT TO RIGHT:
MATUS LASAN, RICHARD BOWLES
HELENA OLMÁS, MATUS LASAN
JAY CONLON, MICKAEL GOMES, MICHELE JEGGE, BEN CURRAN
DESIGN WILDLAB.ORG.NZ / RILEY SMITH

