

Strategic priorities 2024 - 2028



Guiding principles

The trustees honour Te Tiriti o Waitangi, integrating the articles of Te Tiriti into our practices to ensure that tangata whenua and tangata tiriti can work well and equitably together. We will:

- Respect the cultural and physical environment
- Promote the status, acquisition, and use of te Reo Māori (See attached Te Reo Strategy)
- Encourage active lifestyles for all ages, which can lead to wellness and mental health

Strategic plan summary

Our purpose is to:
Increase the use of our pathways and trails.

We will do this by:

- Consistent branding and promotion
- Forming and growing relationships in our region
- Promoting existing pathways and trails
- Facilitating creation of a network of connected pathways for residents of Te Tairāwhiti

This is our “Why?”
Key benefits of being active on local pathways are: physical and brain health; education; learning history and facilitating elders passing on knowledge; reducing vehicular traffic and CO₂ emissions; looking after Papatūānuku; making connections and relationships; the simplicity and lower-impact of travel; having fun; being aware of sensory experiences; and Ka mua, Ka muri, learning from the past as we work towards an equitable future.

Vision

A Tairāwhiti connected through an equitable, safe, active travel network with opportunities to have fun.

Mission

Facilitate the creation of a network of accessible pathways and trails with community support.

Values

We are committed to these values

- Respect
- Integrity
- Manākitanga
- Excellence
- Independence
- Whanaungatanga

Long term outcomes:

- More locals and visitors enjoy a positive, safe experience
- Better connected communities
- Safer routes for walking and cycling
- Positive environmental impacts from the trails
- Visitors feel welcome, stay longer, and spend more
- Benefit for sustainable economic growth in Te Tairāwhiti

Strategic goals 2024-2028

Branding

Tapuwae is a footprint. The “T” kowhaiwhai is made up of the pitau following or chasing each other. Increase awareness of pathways with brand use.

Genuine Relationships

Form genuine relationships with mana whenua, strategic partners and community to develop trust and a shared vision

Purposeful Pathways

Connect communities, keep our tamaki safe, encourage people to be more active, enhance mana whenua wellbeing.

Funding

Facilitate promoting, maintaining and building purposeful pathways with funds from multiple funding channels.

Our initiatives

DEVELOPMENT: Learn, share meaning of logo. Identify opportunities to enhance visible use of Te Reo Māori in promoting awareness of trails.
PROMOTION: Keep website and social media refreshed. Produce a leaflet to engage users.

MANA WHENUA : Acknowledge tinorangatiratanga by engaging with mana whenua in a way that respects their autonomy and decision-making practices. Engage respectfully with **COMMUNITY** and **STRATEGIC PARTNERS**.

EXISTING: Develop existing pathways, adding regional signage – wayfinding, trail signs, story boards.
NEW PATHWAYS: Facilitate the development of a network of connected pathways and safe streets.

OPERATIONAL: Enhance communication with funders through use of Te Reo Māori me ona Tikanga.
NEW TRAILS: Work with funders to source funds for new trails for regional connections. Website analytics support grant applications.

Our targets

100%
of pathways will have web presence

100%
satisfaction of the quality of our engagement

50%
of pathways have signage

100%
Co funded

Initiative measures

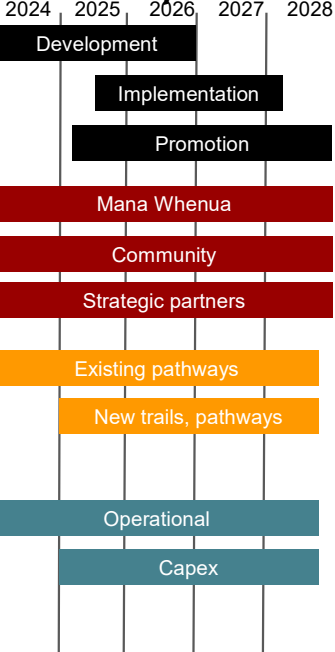
Website and social media analytics show increased digital engagement.

Relationships form with ongoing engagement with mana whenua, community groups, and strategic partners.

Increase in users of all ages, of pathways and trails throughout the region.

Operational funds received to support signage, and trail promotional material, and creation and maintenance of trails and pathways.

Initiative plan



Tapuwae Tairāwhiti Trails – Te Reo Māori Strategy

Te Reo is born of the whakapapa, environment and ecologies known to native speakers.

An important factor is tikanga which makes te reo a values-laden language, fully referred to as “te reo me ona tikanga”.

The Goals / Ngā Whainga

Achievable short and medium-term goals with responsibilities, timelines, and evaluation/measurement tools.

Why we do this	Goal	Achieved by (date)	Responsibility	Indicator	
Status – to increase the visibility of te reo, enhance its recognition and create a positive image. Seek expert guidance in using Te Reo me ona Tikanga.	Short Term; Identify areas of visible use of te reo, eg Tairāwhiti Trails website, social media, signage, brand.	31/03/2024		A database/maps of the trails in Tūrangānui a Kiwa/Gisborne and Te Tairāwhiti.	
	Medium Term: Increase the amount of te reo by increasing the use of indigenous names. Engage Te Reo translator to advise appropriate use of Te Reo me ona Tikanga, and to provide translation for the entire website.	31/10/2024		Where possible, use the indigenous names. Te Reo Māori trail names being used on website and signage. Te Reo Māori translation to be available as an option for the website. (Tab at top to choose language.)	
Acquisition – to secure effective opportunities for learning and build the capability of our organisation. Knowledge of Te Tiriti and te reo informs a deeper and more meaningful understanding of who we of Aotearoa New Zealand are. Strategic language planning based on Te Tiriti o Waitangi is the future for all governance and organisations.	Short Term; Wananga the name Tapuwae Tairāwhiti Trails. Learn correct pronunciation of Māori place names mentioned in the Tairāwhiti Trails website. Learn from mana whenua the origins of these names.	31/10/2024		The Trustees can competently pronounce and explain the meaning of the organisation's name. Awareness about the origin of place names and the history of the region. Information could perhaps be added to the website.	
	Medium Term: Wananga on Te Tiriti o Waitangi/ the Principles of The Treaty of Waitangi.	30/12/2024		The Trustees are able to speak with confidence about the concepts of Partnership, Protection and Participation.	
Use - to provide opportunities to speak, listen to, read, and write te reo internally and externally. This will better prepare trustees to engage with mana whenua and wider Tangata Whenua and Tangata Tiriti.	Short Term: Seek professional development in te reo	30/06/2025		Each Trustee to participate in Level 1 te reo programmes	
	Medium Term: Each Trustee to research and create a personal pepeha, and to learn a karakia for opening and closing hui.	31/12/2024		Trustees to be able to recite an appropriate karakia for opening and closing hui.	