



Te Araroa Trust Strategic Plan 2019-2022

The Trail

Te Araroa is New Zealand's national walking trail, traversing 3,000 kilometres of stunning scenery as it winds its way from Cape Reinga in the far north to Bluff at the bottom of the South Island.

Opened in 2011, it has been rated among the top long walks in the world by CNN and National Geographic for its scenic beauty and the way it connects walkers with New Zealand communities, cultures and historic sites.

During the 2018-2019 walking season (October-April) the number of people walking the entire length of the trail exceeded 1,100 for the first time. Hundreds of thousands more walked individual sections in their weekends, during their holidays, or at the end of the day as part of their weekly exercise regime.

Walking the trail provides people with an immense sense of achievement, as well as significant mental and physical health benefits. The growing number of walkers is also making an immense contribution to the many communities the trail passes through by boosting regional economies, re-invigorating towns and enabling local businesses to thrive.

Te Araroa Trust is the kaitiaki (guardian) of the Trail, responsible for developing, promoting and managing the trail for the good of New Zealand.



The Trust

Our Vision

Te Araroa – the walk of a lifetime

Our Purpose

To sustain, provide, promote and support the Te Araroa trail, an inspiring, iconic trail that spans the length and diversity of Aotearoa / New Zealand. The trail is challenging yet achievable for through-walkers and section hikers alike.

Our Values

- Kaitiakitanga – Guardianship – The Trust will offer protection and care for the trail.
- Tuakiritanga – Identity – The trail will be promoted as an iconic kiwi experience.
- Iwi Kāinga – Community – people, towns and cities will be joined through New Zealand.
- Mātātōa – Adventure –there will be a sense of escape and thrill of the outdoors..
- Whakapūmau – Sustainability – the natural resources along the trail will be respected at all times.



Key Strategy – Quality infrastructure

The trail has been open for eight years, however there are sections that require further development. Our focus over the next three years is to address the following,

- Reduce road walking
- Improve amenities including accommodation
- Reduce critical hazards – including water crossing

Outcomes

- Reduce road walking to less than 10% of the total trail (with a longer term aim of less than 5%).
- Secure the long term future of the trail.
- Develop and co-ordinate a structured maintenance plan for the trail.
- Identify and mitigate critical hazards.
- Identify and address any shortage of amenities



Key Strategy – Strong relationships

Our focus over the next three years is to establish long-term relationships with our key stakeholders.

Outcomes

- Clearly identify who are our key stakeholders, in addition to walkers, DoC and private landowners.
- Develop and ensure partnership plans are in place; this includes land owners, Iwi, Local and central government together with their various departments/agencies, Department of Conservation and the Walking Access Commission.
- Maintain structured and regular communication with our stakeholders and partners.
- Ensure there is an established network of regional representation is in place across New Zealand – priority being given to Northland, Auckland and Nelson/Marlborough, while continuing to work closely with established trusts in Southland, Wellington, Manawatu, Whanganui and Waikato.



Key Strategy – Clear communication

Our focus over the next three years is to promote the trail to potential stakeholders, and to establish the trail as a national icon.

Outcomes:

- Communicate the story of Te Araroa; it is identified by stakeholders as a valuable asset to themselves and New Zealand.
- Manage the trust's reputation in providing and maintaining the trail.
- Communicate and explain Te Araroa's risks and benefits to current and future walkers.
- Communicate our five values to current and potential walkers, along with other stakeholders.
- Website, Facebook, Apps and other social media pages are maintained with updated and relevant information about the trail.
- Communicate safety related matters in a timely fashion.



Key Strategy – Outstanding walking experience

Our focus over the next three years will be on creating a quality experience for walkers.

Outcomes:

- Understand our walkers' preferences and needs – both for sectional and through walkers.
- Develop and implement a strategy to manage numbers of sectional and through walkers.
- Partner with Iwi throughout Aotearoa/New Zealand to improve the cultural interaction as an integral part of our walkers experience whilst on the trail.
- Capture walker experiences and communicate these in their language.
- Develop walking champions and role models



Key Strategy – Sustainability

Our focus over the next three years is to ensure Te Araroa Trail is supported by a professional and sustainable trust.

Outcomes:

- Plan and secure income streams.
- Generate income from government, corporate, philanthropic and community supporters, including walkers.
- Encourage local communities to participate in economic development from embracing Te Araroa.
- Work alongside a large and highly valued community of well connected volunteers and stakeholders.
- Ensure clearly defined structures, roles, responsibilities, recognition at all levels.



SWOT

Strengths	Weakness
<ul style="list-style-type: none"> • The trail is developing as a New Zealand icon • Captures New Zealand – people and landscape • World renowned • Year on year increase in walkers • Increasing regional support for the trail and including recognition of economic / community benefits 	<ul style="list-style-type: none"> • No accurate data on the number of annual through and sectional walkers • Lack of resources - \$ and staffing • Infrastructure is at seasonal capacity • Trail fragility – maintenance and land-use agreements • Relationship with DoC - inconsistent • Too few Regional Trusts – we require them each region • Vision - lacks clarity • Lack of recognition of the TAT by NZ Government compared to the NZ Cycle Trail • Lack of champions
Opportunities	Threats
<ul style="list-style-type: none"> • Develop the TAT brand • Increase awareness of the trail throughout NZ • Commercialisation of the trail – accommodation etc • Develop commercial partnerships • Develop stronger relationships with other Govt departments • Regional Trusts in each region • Learn from the experience of other international trails – no need to reinvent the wheel 	<ul style="list-style-type: none"> • Sustainability of the Trust • Loss of IP • Loss of control – other people in our space • Health and safety of both trail and walkers • Overcrowding – 5 million tourists by 2022 • Need to renew/update land use agreements on private land