## **Our Strategy**

### Releasing the transformative power of trails

A community-led charitable trust created to connect Taranaki through trails and make our region a world class trails destination. Our trustees have a diverse range of skills, experiences and relationships, and are united in their passion for what trails can deliver for our region.

Taranaki Maunga and the stories of our people have huge potential to create a unique trails experience. Trails and journeys also have the capacity to unite and connect our communities. They enrich physical, mental and social well-being, and create business opportunities and prosperity.

Developing and supporting cycling and walking trails that create deep connections to the mana of Taranaki Maunga, our region and Our Purpose our people. I. Respect and value the mana of Taranaki 2. Enrich the wellbeing of our community 3. Strengthen and revitalise our natural Maunga and tangata whenua environment **Our Values** 4. Trails that invite all people to share in 5. Trails that are ecologically and financially 6. To work collaboratively and inclusively, and cycling and walking experiences that shape and build meaningful partnerships with sustainable transparency and excellence transform them

The four pillars

2020/21

#### Regional leadership and coordination

- Partner with the Taranaki Regional Council in updating the cycle and walkways component of the Regional Land Transport Plan.
- Including mapping existing trails and opportunities and creating a shared regional vision.
- Strategic leadership and coordination across all partners and stakeholders in Taranaki for the development of trails.

#### Trails support network

- Develop a network of business, community and volunteer support for trails.
- Support and advice for volunteer groups looking to develop trails.
- Communications to support network of regional trails activity.

# Promoting Taranaki as a trails destination

- Develop Taranaki Trails website.
- Create a unified brand and story.
- Build networks for promotion & work alongside Venture Taranaki
- Identify & develop opportunities nationally & internationally for the promotion of Taranaki Trails

#### Flagship Round the Maunga trail

- Partnership & stakeholder engagement undertaken
- Scoping for trail, feasibility case and gain funding & support to develop business case.
- > Business case completed
- Review of Te Papakura o Taranaki management plan to be completed
- Secure funding for building and maintenance of trail.