

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.

Our Purpose	Developing and supporting cycling and walking trails that create deep connections to the mana of Taranaki Maunga, our region and our people.		
Our Values	1. Respect and value the mana of Taranaki Maunga and tangata whenua	2. Enrich the wellbeing of our community	3. Strengthen and revitalise our natural environment
	4. Trails that invite all people to share in cycling and walking experiences that shape and transform them	5. Trails that are ecologically and financially sustainable	6. To work collaboratively and inclusively, and build meaningful partnerships with transparency and excellence

