

Te Whai Oranga Statement of Strategic Direction

Tō Mātou Kaupapa • Purpose

To empower, support, and connect the recreation industry so that all New Zealanders can access quality recreation experiences

Ngā Mātāpono • Values

Wairuatanga

Rangatiratanga

Whanaungatanga

Kotahitanga

Manaakitanga

Tauutuutu — the thread that weaves our values together

Te Pae Rangi • Vision

Re-create a Nation

Te Pae Tawhiti • Long-Term Outcomes

Te Whai Oranga – The active pursuit of wellbeing

.....o te taiao

The natural environment is cared for and regenerated by the recreation industry.

.....o te whenua

The places where recreation occurs are enhanced by the recreation industry.

.....o ngā tāngata

More New Zealanders enjoy and benefit from a wide range of inclusive, culturally relevant recreation opportunities.

.....o Te Tiriti o Waitangi

Mātauranga Māori is embedded in the recreation industry; the potential of the Māori recreation sector is unlocked.

Te Pae Tata • Short-Term Outcomes – by 2030 we will have achieved the following

More recreation providers reduce their impact on the environment and take action to regenerate te taiao.	More places and spaces meet quality assurance standards and follow good practice guidance.	More inclusive, culturally relevant recreation opportunities are available for all New Zealanders.	More Recreation Aotearoa members, and higher levels of member engagement.	More mutually beneficial relationships with iwi, hapū, and kaupapa Māori organisations.
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Hoe • Measures

Number of members actively reducing their impact on the environment and taking action to regenerate te taiao (self-reported).	<p>Number of places and spaces achieving quality assurance standards.</p> <p>Number of members accessing tools and guidance on our website.</p>	<p>Number of members participating in programmes focused on building industry cultural capability.</p> <p>Number of members providing inclusive, culturally relevant recreation opportunities (self-reported).</p>	<p>Number of Recreation Aotearoa members.</p> <p>Number of Recreation Aotearoa events.</p> <p>Attendance at Recreation Aotearoa events.</p>	Number of relationships with iwi, hapū, and kaupapa Māori organisations.
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Ngā Whakaarotau Matua • Strategic Priorities

- Recreation • Te Whai Oranga is valued and understood
- Excellence in recreation
- Capable, connected recreation industry
- Mutually beneficial partnerships and collective impact
- Engaged Membership

Annual Work Programme and KPIs