



Pou Herenga Tai-Twin Coast Cycle Trail

Strategic Intent 2019 – 2030



Te Pae Tawhiti — Our Vision

Aotearoa's Top Cycle Trail Experience

Te Kaupapa — Our Mission

Creating Connections and Lasting Memories

Whainga 1: Sound Governance

Objectives: A) Well Defined Strategies B) Fit for Purpose Policies C) Robust Financial Systems D) Clear & Integrated Processes

Whainga 2: A World Class Visitor Experience

Objectives:

- A) Maintain & Enhance the Trail
- B) Develop a Unique Experience Package/s
- C) Share our Distinctive Stories & History
- D) Build a Strong Brand
- E) Develop Strong Communications

Whainga 3: Build Capability and Capacity

Objectives:

- A) Create a Business Friendly Setting
- B) Provide an Environment for Job Creation
- C) Cultivate Leadership along the Trail
- D) Arrange Behaviour Change Activities
- E) Develop Meaningful Partnerships

Whainga 4: Enhance the Environment

Objectives:

- A) Uphold Health & Safety
- B) Promote Bike Friendly Services
- C) Foster Eco-Tourism
- D) Build Appropriate Facilities
- E) Nurture Conservation projects

Whainga 5: Innovation and Research

Objectives:

- A) Collect and Collate Trail Data
- B) A Leader in Cultural Tourism
- C) Spearhead Digital Technology
- D) Form Alternative Routes
- E) Develop Quirky Infrastructure

Nga Tikanga - Our Five Core Values

1. Transformative

2. Kaitiakitanga

3. Respect & Honesty

4. Inclusiveness

5. Accountability