



Vision

Te Araroa – what it means to be a Kiwi

The Trail

Te Araroa takes walkers on a safe and easily navigated journey showcasing New Zealand

The Movement

Te Araroa is a strongly supported entity driven by a culture of volunteerism

The Story

Te Araroa information is well communicated to current and future Te Araroa stakeholders

The Means

Te Araroa is supported by a professional, sustainable and well regarded organisation

Purpose

Te Araroa, the world's best walking trail and a New Zealand icon

Values

Guardianship
Kaitiakitanga

Identity
Tuakiritanga

Community
Iwi Kāinga

Adventurism
Mahi Mātātoa

Sustainability
Whakapūmau