

## OUR VISION

# People, Land and Water Prosper Together



## OUR PURPOSE

To empower and connect communities to drive a thriving future for Taranaki people, land and water

## OUR OBJECTIVES: How we work towards our purpose

<b>Advocate</b>	Acting as a voice for rural communities — connecting, correcting misinformation, and sharing stories of success.
<b>Connect</b>	Building strong, trusted relationships that grow resilient, supportive communities.
<b>Collaborate for Collective Impact</b>	Seeking partnership with others to work collectively and achieve greater impact.
<b>Environmental Improvement</b>	Driving practical, measurable improvements in water quality, biodiversity, soil health and climate resilience.
<b>Innovate</b>	Investigating and testing new ideas, adapting to change and leading smarter approaches to land and water management.
<b>Research &amp; Data</b>	Using robust data to inform decisions, track progress and strengthen catchment action.
<b>Education &amp; Training</b>	Building skills, confidence and capability for sustainable land stewardship, business and community resilience.

## OUR VALUES: The way we show up

### Respect & Inclusion

Fostering a culture of respect and care, welcoming diverse perspectives and recognising the value of every person.

### Integrity & Responsibility

Acting honestly and transparently, taking responsibility for our decisions and creating safe spaces for open dialogue.

### Collaboration & Collective Progress

Building strong relationships and working together in good faith to achieve meaningful progress across our catchments.

### Farmer & Community Led

Grounded in our communities and valuing every voice. Those closest to the land help shape practical, locally driven solutions.

### Honour Te Tiriti

Committed to respectful partnership with iwi and hapū, recognising shared knowledge and the importance of local leadership.

### Curiosity & Open Minds

Staying curious, keeping open minds, and combining practical experience, local knowledge and science for wise decision-making.

### Stewardship

Caring for land, water and communities entrusted to us, making decisions that protect and enhance wellbeing for future generations.

### Outcome-Focused & Positive

Focusing on practical outcomes that improve environmental, social and economic wellbeing. Measuring progress and celebrating success.