

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

Ag-vocate	We will ag-vocate for rural, acting as a voice for the rural community to connect, correct misinformation, and share stories of success.
Connect	We will build strong, trusted relationships that grow resilient, supportive communities, and trust.
Collaborate for Collective Impact	We will seek partnership with others to work collectively and achieve greater impact.
Environmental Improvement	We will drive practical, measurable improvements in water quality, biodiversity, soil health and climate resilience.
Innovate	We will investigate and test new ideas, adapt to change and lead smarter approaches to land and water management.
Research & Data	We will use robust data to inform decisions, track progress and strengthen catchment action.
Education & Training	We build skills, confidence and capability for sustainable land stewardship, business and community resilience.

OUR VALUES: The way we show up

Respect & Inclusion

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

Integrity & Responsibility

We act honestly and transparently, taking responsibility for our decisions and creating safe spaces where people can speak openly and challenge respectfully.

Collaboration & Collective Progress

We build strong relationships and work together in good faith, aligning our efforts to achieve meaningful progress across our catchments.

Farmer & Community Led

We are farmer and landowner led, grounded in our communities and valuing every voice. Those closest to the land help shape practical, locally driven solutions.

Honour Te Tiriti

We honour Te Tiriti o Waitangi and are committed to respectful partnership with iwi and hapū, recognising the importance of shared knowledge and local leadership.

Curiosity & Open Minds

We stay curious, keep open minds, and welcome information from diverse sources and experience – combining practical experience, local knowledge and science for wise decision-making.

Stewardship

We care for land, water and communities entrusted to us. We act as responsible guardians, making decisions that protect and enhance wellbeing for future generations.

Outcome-Focused & Positive

We focus on practical outcomes that improve environmental, social and economic wellbeing. We measure progress, learn as we go, and celebrate success.